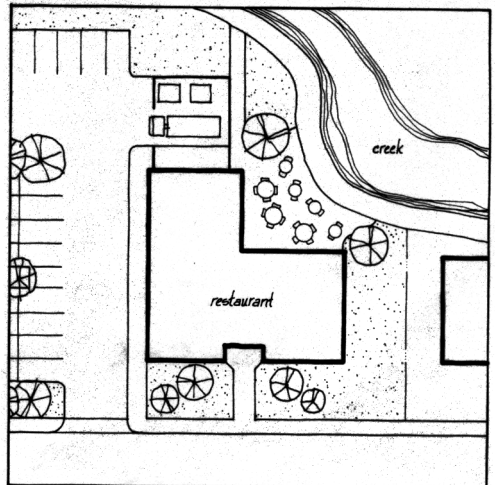
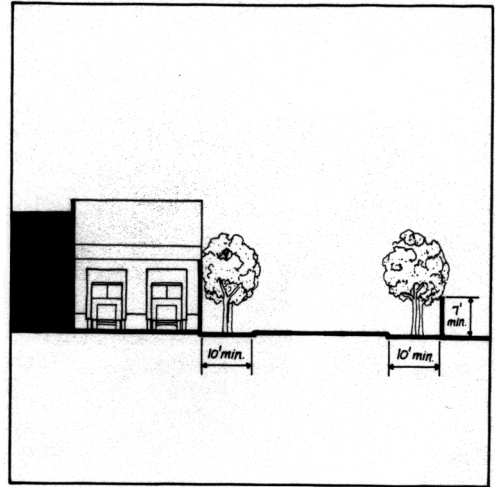
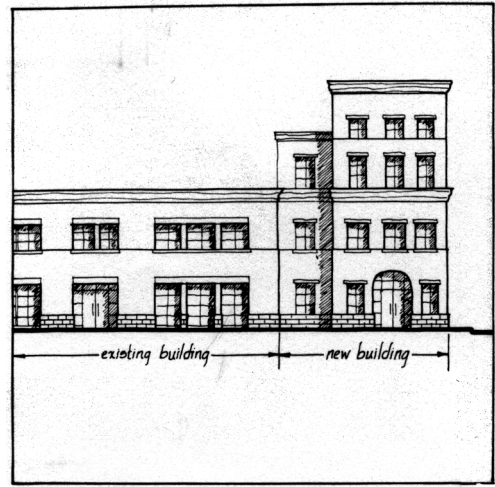


COMMERCIAL DESIGN GUIDELINES



**PREPARED BY THE DEPARTMENT OF CITY PLANNING
ADOPTED BY THE PLANNING COMMISSION
CITY OF SAN JOSE
ADOPTED MAY 1988
PUBLISHED MAY 1990**

Commercial Design Guidelines



HOW THESE GUIDELINES WERE DEVELOPED

These guidelines were prepared by Department of City Planning staff who relied on three major sources for the fundamental concepts presented in this document.

- The Department's standard practice, which evolved through experience with many applicants over time, a kind of "oral tradition".
- An extensive photographic and personal survey of commercial projects in four counties.
- In depth interviews of a broad range of representatives of the commercial development industry.

These three sources provided a massive amount of documentation on the functions, appearance, and other characteristics of commercial development. Research and documentation were the first step in the process of developing these guidelines.

Evaluation and classification of the research information was the second step in the process. Examples of desirable and undesirable characteristics were identified and then translated into draft guidelines. Preparation of this draft and preliminary review by staff was substantially facilitated by the insights and input obtained through the interviews with private sector commercial development professionals.

Planning Commission study sessions were used as the forum for public review. The draft guidelines were referred to local building industry firms, neighborhood associations, City Departments, and specific individuals thought to have an interest in the design of commercial development.

Public participation and interest in the review process was considerable. During the course of three Planning Commission study sessions, the draft guidelines were thoroughly discussed and a number of changes were suggested and made. The Planning Commission approved the draft guidelines in 1988 and directed staff to

arrange for illustrations and publication of a final document.

An interim set of guidelines without illustrations was prepared for use during this final editing and illustration phase. Interim guidelines have been available for use by staff and applicants since the Planning Commission's approval. Revisions and additions to the text have been carefully made to incorporate the Planning Commission's direction and intent.

PRIVATE SECTOR PARTICIPATION

The Department is particularly appreciative of the time and candor contributed by members of the private sector. Planning staff conducted a series of individual interviews with developers, architects, property managers, contractors, market analysts, realtors and bankers. All of these individuals generously shared insights about commercial design in the marketplace. Staff believes that, with their cooperation, we have learned much about the needs, biases, objectives, and tolerances of the commercial development community.

Among other benefits, this information was invaluable in helping identify those areas where staff working policies and development community practices coincided or varied. The guidelines include some tradeoffs which responded to specific market concerns and were balanced by enhancing other requirements which happened to mesh with market demand.

For instance, competition and market demands generally require developers to provide substantial amounts of landscaping in new commercial projects. While the amount of landscaping is less often an issue, several interviewees pointed out that in certain limited locations landscaping isn't practical.

The commercial design guidelines attempt to strike a balance as shown by the example of realistic landscaping requirements that are also attractive design.

COMMERCIAL DESIGN GUIDELINES

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I N T R O D U C T I O N

These guidelines have been drafted in the hope that they will be useful to those people engaged in the design, construction, review and approval of commercial development in San Jose. They are intended as a reference point from which all persons involved in the development process can gain a common understanding of the minimum commercial design expectations in San Jose. Designers and developers are urged to become familiar with these guidelines and to apply them to the design of projects from the very beginning to assure that projects can be designed and then reviewed and permitted by the City as efficiently as possible. Designers and developers are also urged to recognize that these guidelines are minimums and true excellence may lie beyond them.

These guidelines identify techniques and minimum standards for achieving the level of design quality that the citizens of San Jose have come to expect in new commercial development. These guidelines are offered as one way of achieving attractive and functional commercial projects which compare favorably with the established community standard. No claim can be made, however, that these guidelines encompass every possible technique for achieving a high level of design quality. The designer is encouraged to use his or her own creativity and experience to improve upon the means for achieving individual objectives.

HOW TO USE THIS BOOK

This book is divided into two major parts: **Common Elements**, beginning on page 1 and **Specific Development Types**, beginning on page 43. **Common Elements** Sections 1 through 6 address the treatment of those components of development which apply to all or most types of commercial projects. Examples are landscaping and signs. **Specific Development Types** Sections 7 through 19 deal with those issues which relate directly to a specific development type, such as a neighborhood shopping center or an office building.

Guideline requirements address issues of neighborhood compatibility, project function and aesthetics. The guidelines seek to assure that new commercial development preserves or improves the positive character of the existing neighborhood and that negative impacts on nearby residences be avoided. The guidelines encourage the provision of efficient and safe vehicular and pedestrian circulation, connections to public transit and well designed service areas. Substantial landscaping and careful building design are requirements intended to contribute to the visual character of the neighborhood and the overall image of the City.

Steps for Application of the Guidelines:

1. Consult the Specific Development Type Section which most closely resembles the subject project.
2. Consult Sections 1 through 6 for guidelines that apply to this project.
3. Incorporate all applicable guidelines into the design or review of this project.

When a single project includes more than one specific development type, each different part of the project should conform to the guidelines for that type.

Meaning of 'should', 'encouraged', and 'discouraged':

Guidelines which employ the word 'should' are intended to be applied as stated. An alternative measure may be considered, however, if it meets or exceeds the objective of the guideline.

Guidelines using the words 'encouraged' or 'discouraged' are desirable but not mandatory.

**1993 PLANNING COMMISSION CHANGES
TO THE COMMERCIAL DESIGN GUIDELINES**

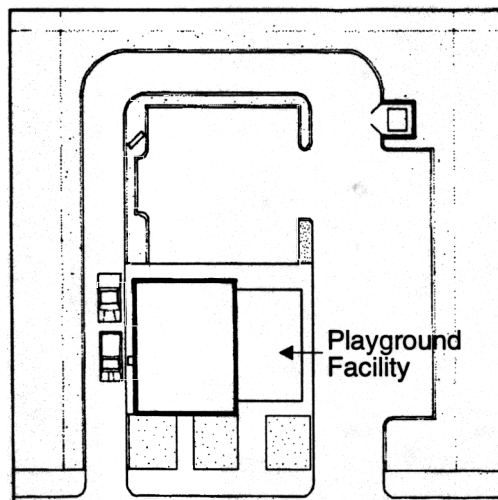
Approved on September 22, 1993

Section 2 - Structures (pages 12 - 13)

Add Guideline 7 to read:

Playground facilities associated with commercial uses should not negatively impact on-site parking and circulation. Equipment should be enclosed by decorative perimeter fencing, incorporating materials and design features of the primary structure on site. A landscape/hardscape separation should be provided between the parking, playground and circulation areas. In addition, playground equipment and fencing should not obscure the primary structure along street frontages.

Add Figure 2.C.7



2.C.7. Playground facilities associated with commercial uses should not negatively impact on-site parking & circulation.

COMMON ELEMENTS

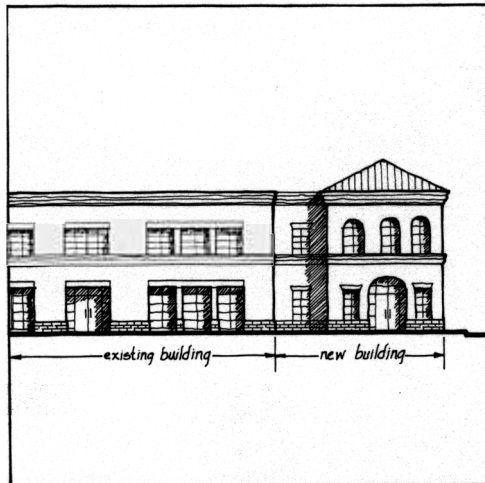


The guidelines grouped under the Common Elements heading establish the basic standards for those site and architectural components which are common to all or most types of commercial development. Most of these guidelines can apply to any specific development type; some from each of Sections 1 through 6 will apply to every project. In some cases the Common Elements sections address a topic almost in its entirety, for example, parking and circulation. In other cases, the Common Elements sections provide the framework or the basic requirements for the element which are then expanded on in one or more of the Specific Development Types sections. The treatment of signs is an example of this latter approach.

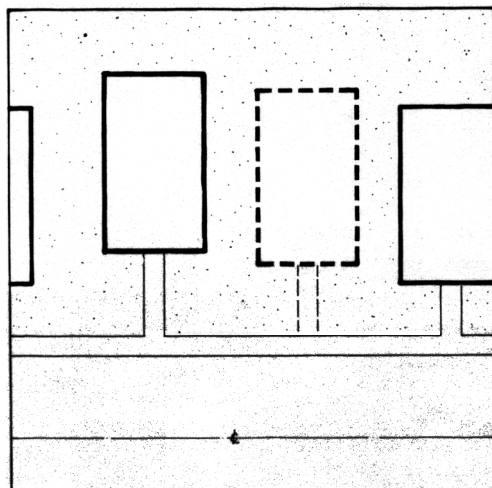
The existing buildings and landscape of a city are the frame of reference for new development. To the extent that the scale and texture of new buildings blend with what is already there, the city is continuously woven together. Conversely, the regular or blatant disregard of the existing pattern tends to disrupt the essential character of the city.

A. SURROUNDING AREA CHARACTER

■ All new structures and uses should be compatible with the character of the existing neighborhood.



1.A.3 Similar materials, proportions and scale employed on a new building adjacent to an historic one.



1.A.4 Setback of new building consistent with existing setback pattern.

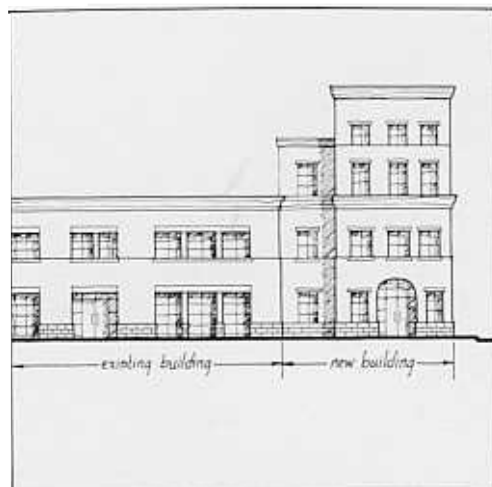
1. New development should compliment the building forms, architectural styles and landscape patterns of neighboring 'permanent' development.
2. New development should incorporate representative characteristics of the surrounding area when the area exhibits a positive distinctive architectural style and/or established functional or landscape patterns.
3. New development should respect existing historic or potentially historic structures in the immediate area through the use of similar materials and proportions and the avoidance of overwhelming scale and visual obstruction.
4. Site setbacks of new buildings from public streets should continue the prevailing setback pattern unless a different setback is encouraged or allowed in Part II under the specific development type.

5. Transitions between existing and new buildings should be gradual. The height and mass of new projects should not create abrupt changes from those of existing buildings.
6. Non-residential buildings sharing street frontage with residentially developed properties should maintain a residential character. For example, in neighborhoods with a predominance of buildings with pitched roofs, landscaped front yards, and wood siding, new development generally should respect those basic elements, and generally should not include buildings with flat roofs, metal, or glass curtain walls, and little or no front yard setback.

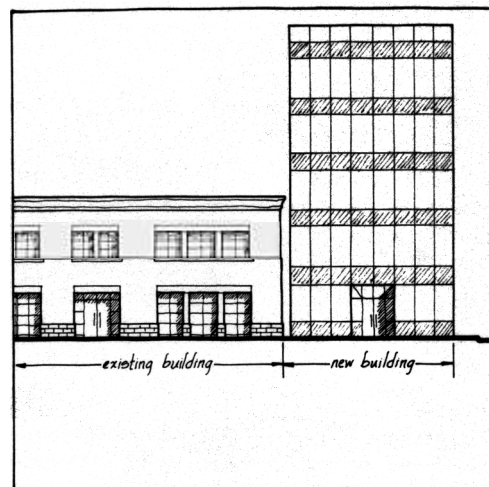
B. SITE CHARACTER

■ Site amenities should be preserved and should become part of the new project.

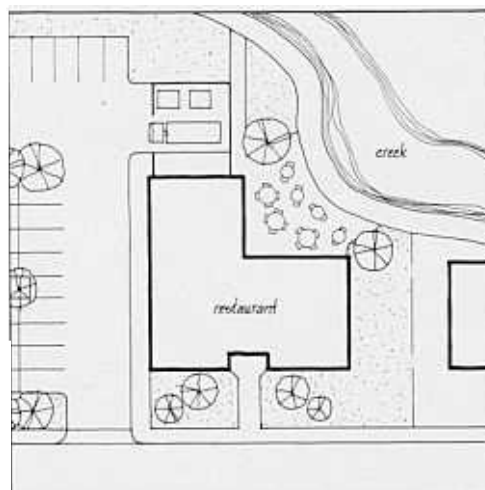
1. Natural amenities such as views, mature trees, creeks, riparian corridors, and similar features unique to the site should be preserved and incorporated into development proposals.
2. Structures which are historic or are otherwise distinctive should also be preserved and incorporated into development proposals.
3. Buildings should not back on to existing or potential amenities. High activity areas, such as restaurant dining areas or major pedestrian routes, should be oriented to create a connection between the amenity and the project.
4. Frontage roads or driveways should be provided adjacent to creeks and parks unless the commercial project is designed to share a mutually benefi-



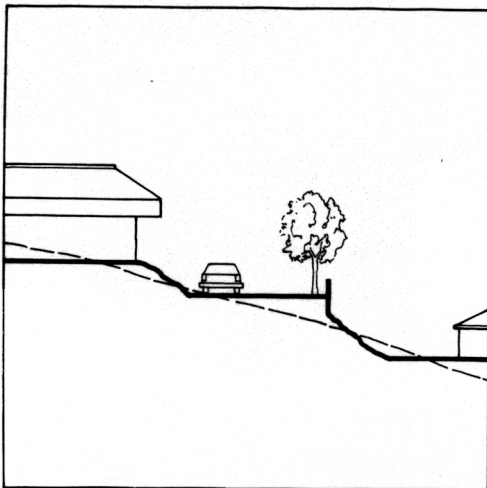
1.A.5 A gradual height transition.



1.A.5 Abrupt height transitions should be avoided.



1.B.1 and 3 Site plan incorporating a natural amenity, e.g. restaurant actively oriented to creek.



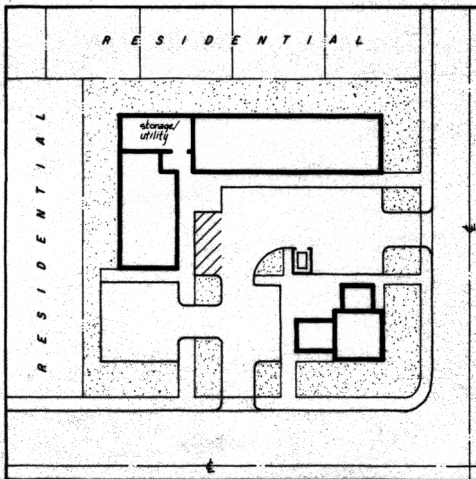
1.B.5 Terracing and large building setback used to minimize grade differences between properties.

cial relationship with the creek or park and the road or driveway is not otherwise necessary.

5. Development of sloped properties should generally follow the natural contours of the land. Terraced parking lots, stepped building pads, and larger setbacks should be used to preserve the general shape of natural land forms and to minimize grade differentials with adjacent streets and with adjoining properties, especially when adjacent downhill properties are residential.

C. INTERFACES

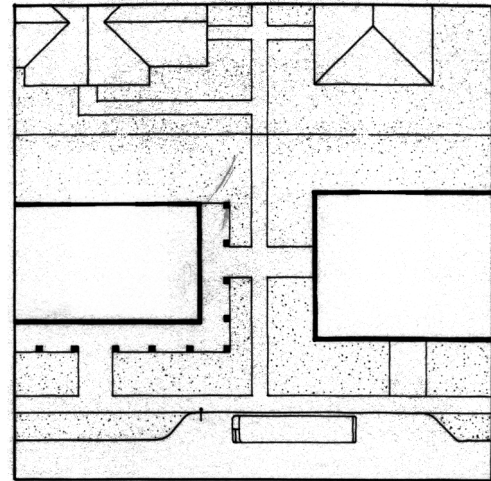
■ Structures and activities should be located and designed to avoid creating nuisances and hazards for adjoining properties, particularly residential properties.



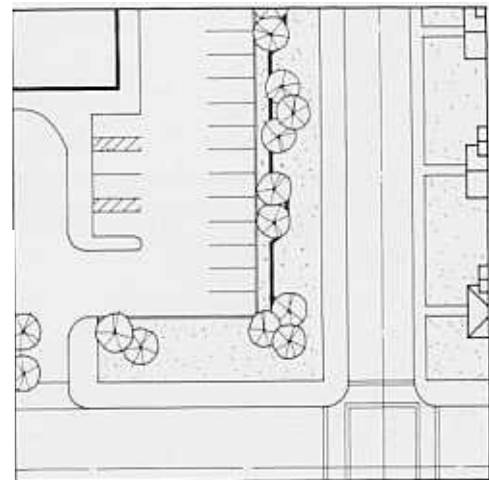
1.C.2 Loading and trash collection located away from residential properties; utilities and storage incorporated into building.

1. Noise, traffic, or odor generating activities and hazardous activities should be located adjacent to similar activities on adjacent properties whenever possible. The location of these activities within affective distance of residential or other sensitive (e.g. schools, offices, etc.) uses should always be avoided. See Sections 4 and 5 for suggested solutions.
2. Loading areas, access and circulation driveways, trash, and storage areas and rooftop equipment should be located as far as possible from adjacent residences and should never be located next to residential properties without fully mitigating their negative effects.
3. Adjacent residential and non-residential uses should be as segregated as is necessary to maintain a livable residential environment, by employment of masonry walls, landscaping, berms, building orientation, and activity limitations.

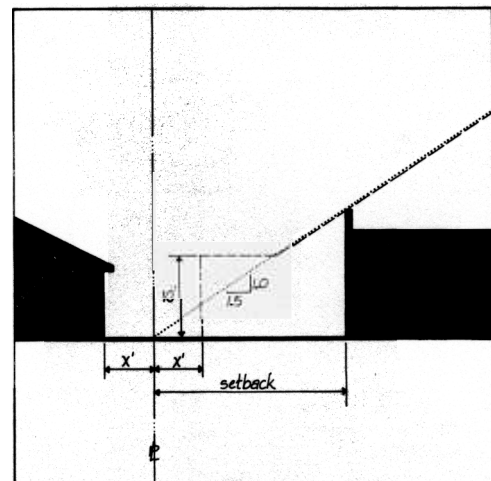
4. However, when adjacent residential and non-residential uses can mutually profit from connection rather than separation, applicable connective elements such as walkways, common landscaped areas, building orientation, and unfenced property lines should be employed, and are strongly encouraged.
5. Parking lots for commercial uses should have no access from or to an otherwise intact residential street and should be separated from the residential street by a masonry wall placed at the prevailing setback line.
6. To protect residential privacy and to reduce visual mass, the maximum height of commercial buildings adjacent to single-family (attached and detached) residential properties should be 1 1/2 feet of setback for each 1 foot of building height except that one-story commercial buildings may be placed at the setback applicable to the adjacent residential development. In addition, the setbacks of commercial buildings adjacent to higher density residential may be similar to the residential setback if the building scales are similar.



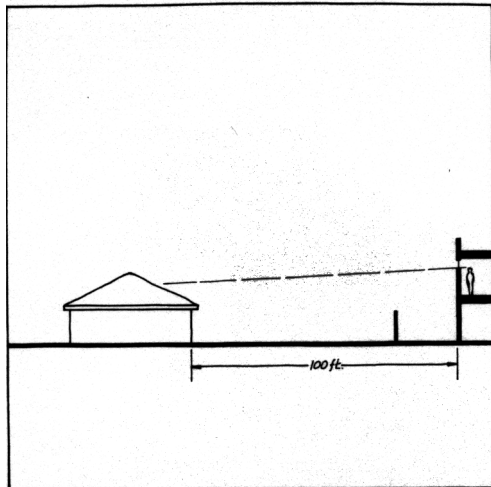
1.C.4 Pathways connecting residential and commercial development.



1.C.5 No commercial access from a residential street.



1.C.6 Commercial setbacks from residential: 1 1/2 feet of setback for each one foot of building height.



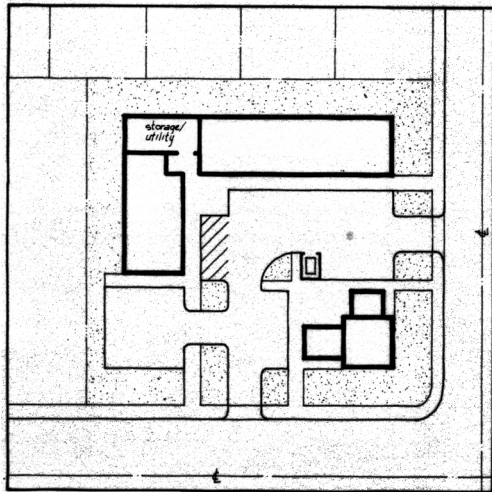
1.C.7 High window sill is one method of preventing direct line of sight into adjacent rear yard.

7. Window orientation and materials in non-residential buildings should preclude a direct line of sight into adjacent residential private open spaces within 100 feet.
8. When commercial buildings back up to the common open spaces of high density residential projects, the rear setback area should be landscaped and functionally and/or visually combined with the residential open space where possible.

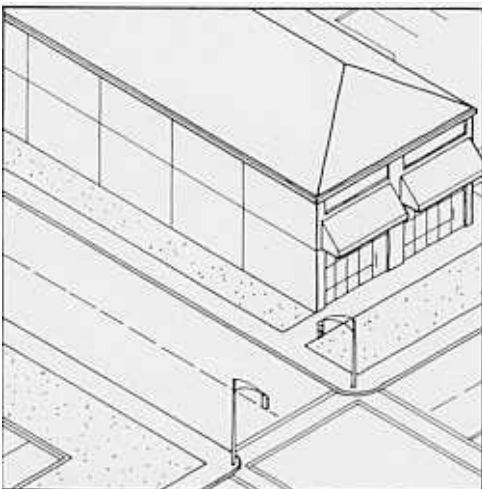
The design and placement of a new building should respond not only to the general characteristics of its surrounding area but also to the architectural standards of the larger community and to the opportunities and limitations of its site. A building should be complex enough for visual and functional interest but simple enough to retain an unaffected integrity.

A. BUILDING ORIENTATION

■ Buildings should be oriented parallel to streets and, with some exceptions, should be placed as close to the street as established setbacks permit. Definition of the street edge is a legitimate role for buildings.



2.A.2 Building edges at right placed at minimum front setback line.



2.A.4 Blank building walls should not face public streets.

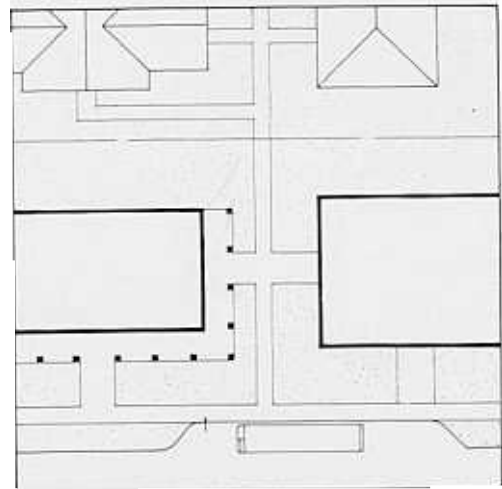
1. Buildings should generally be placed at their front setback lines in order to define and enliven the streets. Exceptions may occur in areas having an established pattern of wide setbacks from the street.
2. On larger commercial sites such as shopping centers, a portion of the total building area should be located at the front setback line. Such siting, together with substantial landscape treatment, reinforces and strengthens the streetscape, and helps to screen off-street parking areas.
3. Corner buildings should have a strong tie to the setback lines of each street. The primary mass of the building should not be placed at an angle to the corner. This does not preclude angled or sculpted building corners, or an open plaza at the corner.
4. Only active building elevations, never blank walls or loading areas, should face public streets.

5. Multiple buildings in a single project should have a positive functional relationship with each other as well as an aesthetically pleasing spatial relationship.
6. Buildings and, in particular, entrances should be oriented toward light rail stations and bus stops for convenient access to the buildings by public transit passengers.

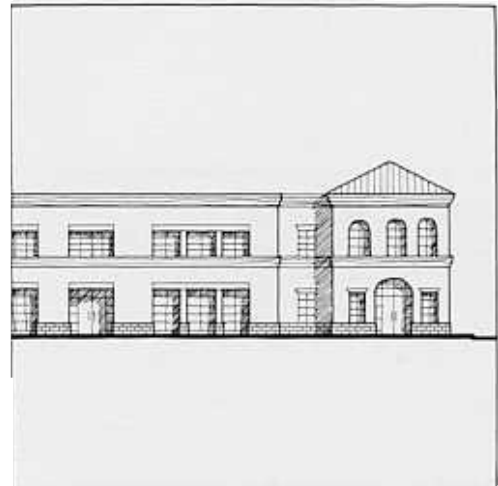
B. BUILDING FORM AND SCALE

■ The elements of a building should relate logically to each other, as well as to surrounding buildings, to enhance the given or potential characteristics of a particular building and area.

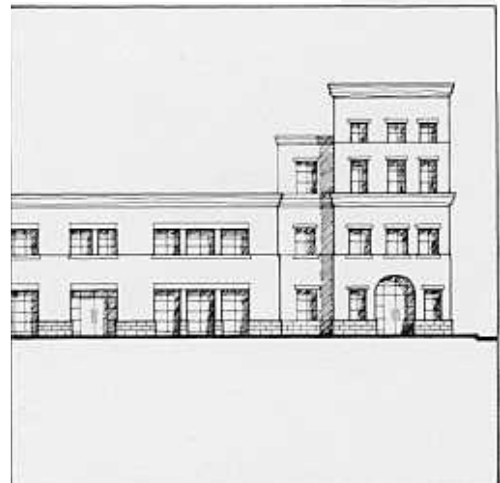
- 1 Buildings should contain the three traditional parts of a building: a base, a mid section, and a top. On low rise buildings, the different parts may be expressed through detailing at the building base and eave or cornice line. On taller structures, different treatment of the first, middle, and top stories should be used to define the three parts.



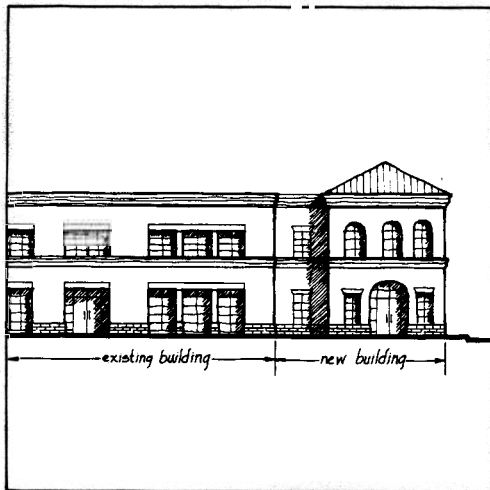
2.A.6 Building entrances oriented toward a bus stop.



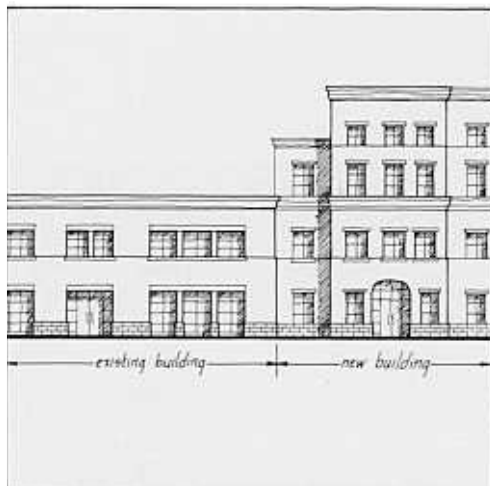
2.B.1 Base, mid-section and top treatment for low rise building.



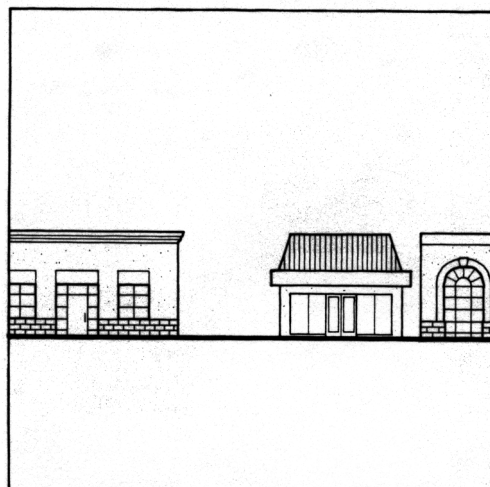
2.B.1 Base, mid-section and top treatment for taller structures.



2.B.2 Similar proportions, details and cornice lines can provide a transition between new and existing buildings.



2.B.3 Compatible, not similar, scale achieved through limited size, building articulation and shadow patterns.



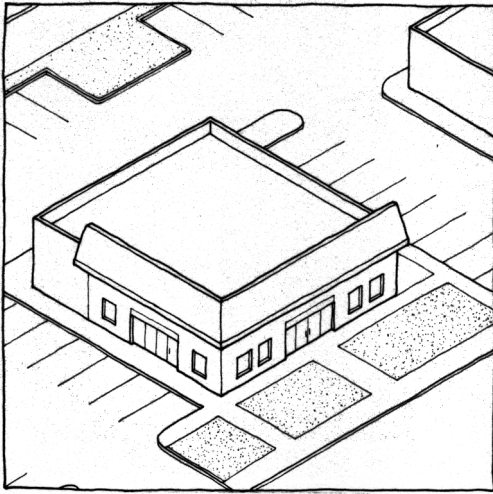
2.B.5 'Franchise architecture' with no stylistic ties in the area should be avoided.

2. Where new buildings are built immediately adjacent to or between existing buildings of at least average merit, the design of the new buildings should respond to the existing buildings through the use of architectural devices that provide a transitional treatment between the old and the new. Such devices may include matching cornice lines, continuing a colonnade, using similar materials, and similar building proportions.
3. The scale of new buildings should be compatible with, not necessarily the same as, adjacent buildings. Special care, however, should be taken to achieve compatibility next to small scale buildings; techniques should include limited size, building articulation, and shadow patterns.
4. In a sidewalk strip, consistency of scale, proportion, and details is more important than consistency of materials and colors. Conversely, for most of the other types of commercial development consistency of materials and compatibility of color is most important.
5. 'Franchise architecture' is strongly discouraged. Building elevations should be designed to fit into the surrounding neighborhood. Architectural gimmicks, such as roof lights, distinctive roof shapes, etc., that sacrifice the integrity of a streetscape to promote a single structure should be avoided.

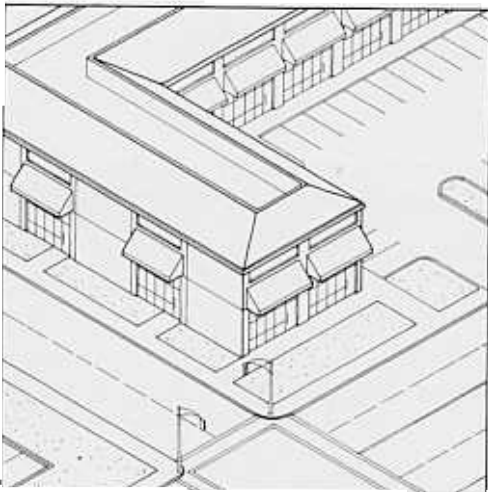
C. COMPLEXITY/UNITY

■ A single building or complex should be stylistically consistent. Architectural style, materials, colors, and form should all work together to express a single theme.

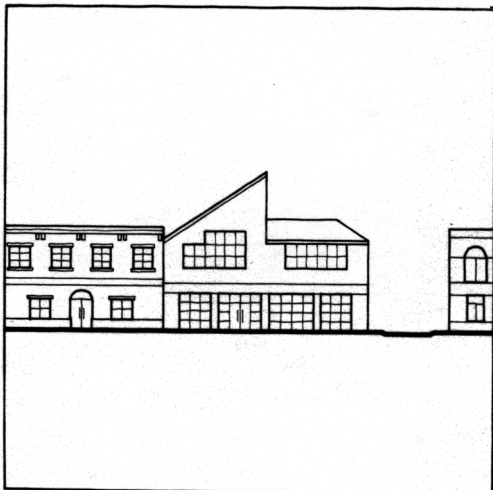
1. Each building should be stylistically consistent. For example, 'Spanish' details are consistent with stucco buildings and mission tile roofs; period detailing on otherwise contemporary style buildings is inappropriate.
2. The exterior building design, including roof style, color, materials, architectural form and detailing, should be consistent among all buildings in a complex and on all elevations of each building to achieve design harmony and continuity within itself and with its surroundings.
3. Monotony of building design should be avoided; on the other hand, busyness also should be avoided. Variation in wall plane, roof line, detailing, materials, and siting may be used to prevent a monotonous appearance in buildings. Roof and wall plane variations, including building projections, bay windows, and balconies, are recommended to reduce scale and bulk.
4. Auxiliary structures should be architecturally consistent with the primary structures of the site.
5. Parapet walls should be treated as an integral part of the building design. Such walls should not appear as unrelated visual elements.



2.D.1 False mansard roofs should be avoided.



2.D.1 A roof top equipment well integrated into an apparent hip roof form.



2.D.2 Roof types incompatible with adjacent roof types should be avoided.

6. Buildings should be placed parallel and/or perpendicular to each other, except where any deviation is a part of a deliberate and carefully planned attempt to create a more functional or useful open space between the buildings and/or the street.

D. ROOFS

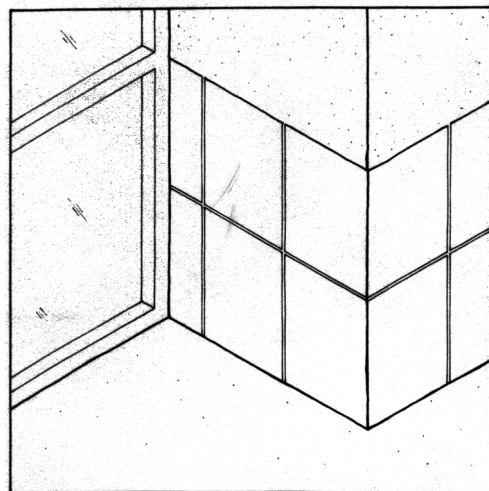
■ Roofs should be an integral part of the building design and overall form of the structure and should respond to the general design and nature of other roofs along the street.

1. Roof design should conform to legitimate forms, i.e. hipped, gabled, or flat, etc.. Superficial application of artificial roof elements, such as the so-called mansard, to disguise a flat roof should not be used. This does not preclude roof top equipment wells when set behind conventional roof forms.
2. Rooflines of buildings on adjacent properties should be considered in the design of new buildings so that clashes in style and materials are avoided.
3. Roof forms and materials should be stylistically consistent with the overall design theme of the building.
4. Special attention should be given to the finish of parapets when buildings have flat roofs. Parapets should be finished with cornices, other horizontal decoration and/or clean edges with no visible flashing, depending on the architectural style of the buildings.
5. 'Decorative' roof elements should not be used only in the most visible locations, but should continue all the way around the building. Roof elements may be combined with wall or other roof elements which will work together on all sides of the building.

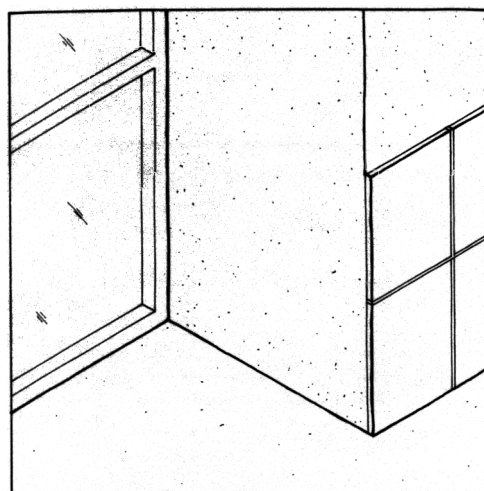
E. FINISH MATERIALS

■ The choice and use of building materials and colors should be balanced and should enhance the substance and character of the building.

1. Changes in materials should occur at inside corners to make building volumes appear substantial. Material changes at the outside corners or in plane give an impression of thinness and artificiality and should be avoided.
2. Materials and colors should be varied where appropriate to provide architectural interest. The number of materials and colors should not exceed what is required for contrast and accent of architectural features and should generally be limited. Piecemeal embellishment and frequent changes in materials should be avoided.
3. Colors should be harmonious, however, color contrast is encouraged to express architectural detail. Fluorescent paints and garish colors should be avoided.
4. Overhangs, trellises, projections, reveals, and awnings contribute to the character of the building and create shadow patterns while aiding in climate control, and are encouraged.
5. The exterior materials and architectural details of a building should relate to each other in ways that are traditional and/or logical. For example, heavy materials should appear to support lighter ones.



2.E.1 Material changes at inside corners enhance appearance of building substance.



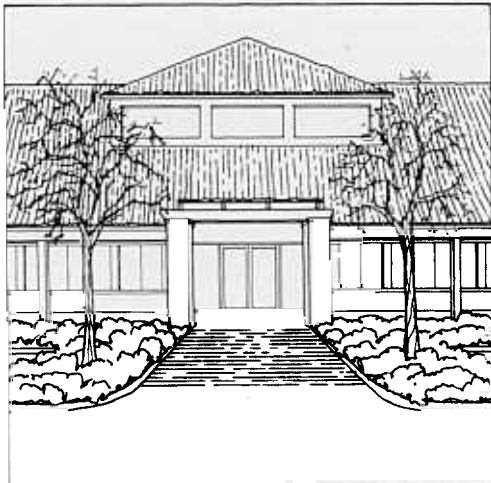
2.E.1 Material changes at outside corners project an appearance of thinness and should be avoided.

Planted areas are used to frame and soften structures, to define site functions, to enhance the quality of the environment, and to screen undesirable views. Landscaping should express the three dimensions of the project and should continue patterns of landscaping in the surrounding area.

A. GENERAL

■ Landscaping should work with buildings and surroundings to make a positive contribution to the aesthetics and function of both the specific site and the area.

1. All areas not covered by structures, service yards, walkways, driveways, and parking spaces should be landscaped.
2. Landscaping should generally consist of live plants. Gravel, colored rock, tan-bark, and similar materials are acceptable as mulch, but not as groundcover. Plazas and other areas subject to pedestrian traffic may be paved with decorative paving such as brick or cobblestone, in conjunction with live plants.
3. The choice, placement, and scale of plants should relate to the architectural and site design of the project. Plantings should be used to shade and screen, to accent focal points and entries, to contrast with or reinforce building design, to break up expanses of paving or wall, and to define on-site circulation.
4. Unity of design should be achieved by repetition of certain plant varieties and other materials, and by coordination with adjacent landscaping, where appropriate.
5. Existing mature trees, rock outcroppings, and riparian corridors should be preserved and incorporated into landscape plans.



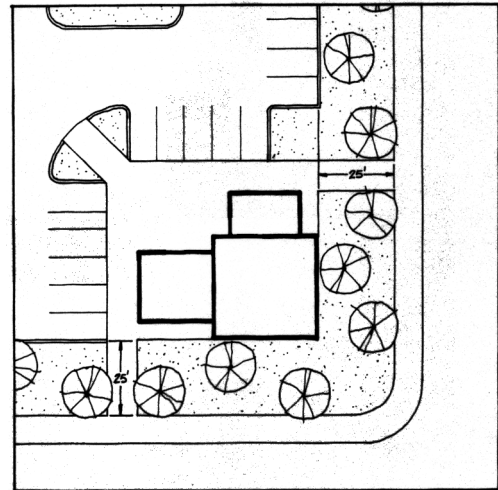
3.A.3 Plantings related to the built environment used to shade, to accent the entry, to contrast with the building and to define circulation.

6. All areas proposed for development in subsequent phases should be temporarily planted and irrigated for dust and erosion control, if said phase will not begin construction within six months of completion of previous phase.
7. Landscaping incorporated into building design is encouraged. Trellises, arbors, and cascading terrace landscaping should be considered.
8. Shading of buildings on the south and west is desirable in the summer months.
9. Drought tolerant plants are encouraged.

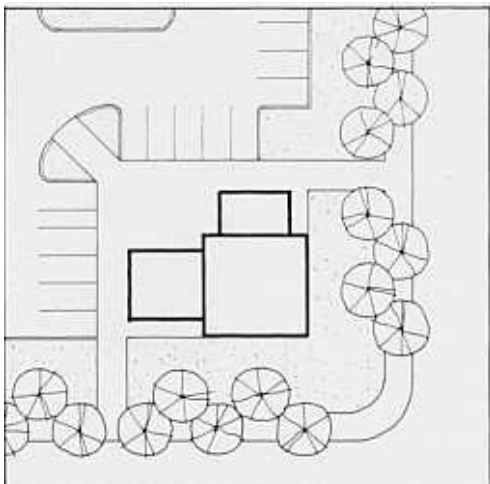
B. PERIMETER LANDSCAPING

■ The perimeter of the site should be landscaped to provide parking lot screening, a buffer for adjacent uses and an attractive view from the street.

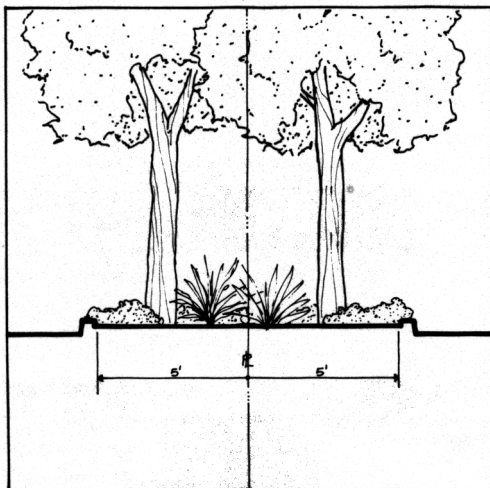
1. Street front landscaping should consist of:
 - a. a mixed planting of trees, shrubs, and groundcover in the area between buildings and the sidewalk.
 - b. a 25 foot wide landscape strip along all street frontages of parking lots, planted with a variety of trees, shrubs, and groundcover. This landscape strip may be narrower for sites of under 15,000 square feet and along sidewalk strip streets.
 - c. street trees which match the existing street tree type and spacing for that street; all new trees should be a minimum 15 gallon size.



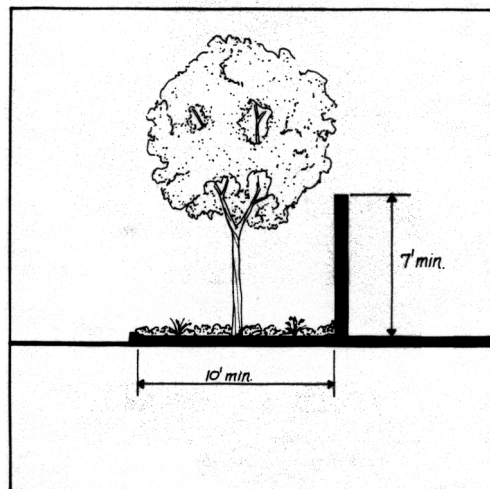
3.B.1a and 1b A twenty-five foot wide landscape strip along street frontages.



3.B.1d Street trees and on-site trees are arranged in double alternating rows.



3.B.2a Five foot wide interior property line landscape strips on adjoining properties.



3.B.2b Ten foot wide landscape strip and seven foot tall sound wall along residential property lines.

- d. street trees and on site trees combined to create a double, alternating row of trees where possible.
 - e. a wall at least 4 feet tall to screen parking lots, as required by the Zoning Ordinance, when the parking lot is across the street from a residential area.
2. Interior site or property line landscaping should consist of:
 - a. a perimeter landscape strip at least five feet wide (inside dimension), when the site adjoins other commercial uses.
 - b. a 10 foot wide landscape strip plus a minimum 7 foot high masonry wall when a driveway, service yard, loading area or parking lot is adjacent to residential uses.
 - c. connective elements such as pathways, trellis, and plants - for example groundcovers, low shrubs and single trunk trees - which allow pedestrians an unobstructed view of their surroundings, where adjacent commercial and residential development can mutually benefit from the connection.
 3. Screening of parking lots is always encouraged and may be achieved by several means including:
 - a. masonry walls, approximately 4 feet in height, which may consist of stone, patterned concrete, brick, or other similar types of solid masonry materials.
 - b. wooden walls approximately 4 feet tall and durably constructed of heavy wood, or heavy wood and masonry, to form an opaque screen.

- c. depressing the parking lot such that the elevation of the parking lot is approximately 4 feet below the elevation of the adjacent street.
- d. shrubs, such as Photinia, Shiny Xylosma, etc., planted close together to grow into a dense 4 foot tall screen in a short period of time.
- e. any combination of the above adding up to 4 feet.

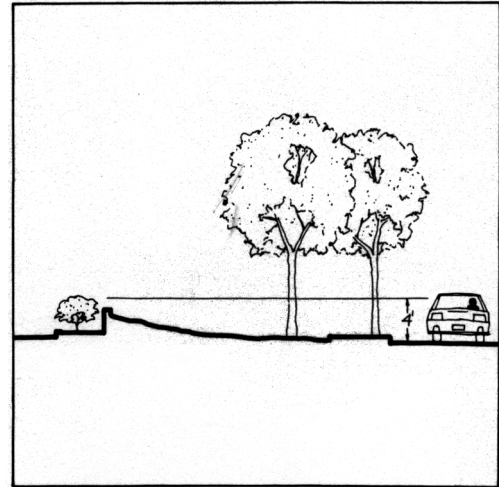
Note: The minimum width of the landscaping setback at a non-residential interface may be reduced to less than 25 feet at the discretion of the Approving Body if a, b, c, or a combination of them are used.

- 4. Fences and walls are not encouraged between commercial uses. When such walls and fences are allowed, they should be well constructed of durable materials drawn from those used on the project buildings.

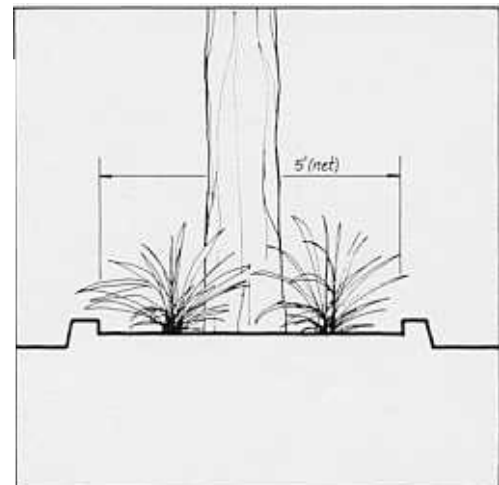
C. INTERNAL SITE LANDSCAPING

■ Landscaping should be provided around buildings to frame them and to separate them from the surrounding pavement. Parking areas should be landscaped to minimize summer glare and heat build-up, and to generally reduce the negative impacts associated with large areas of asphalt.

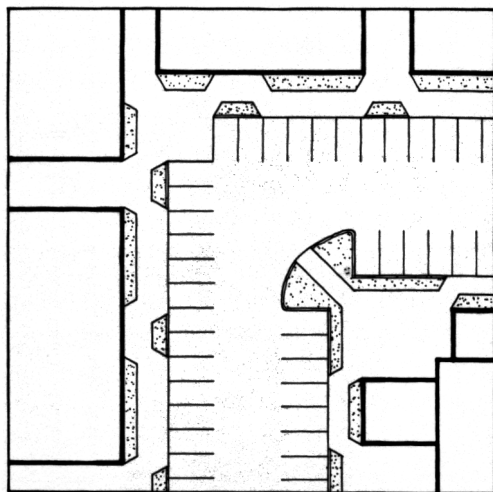
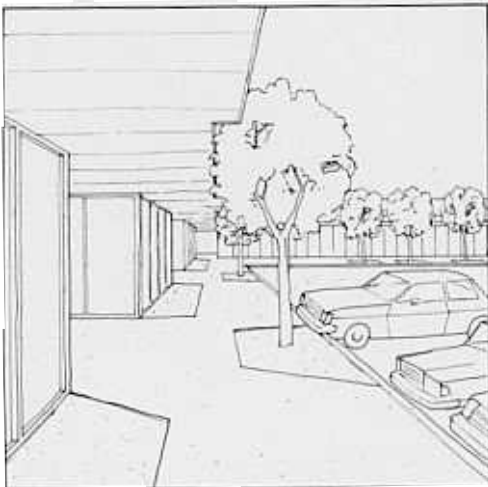
- 1 Landscape strips along buildings and within parking lots should have a width of no less than 5 feet net.



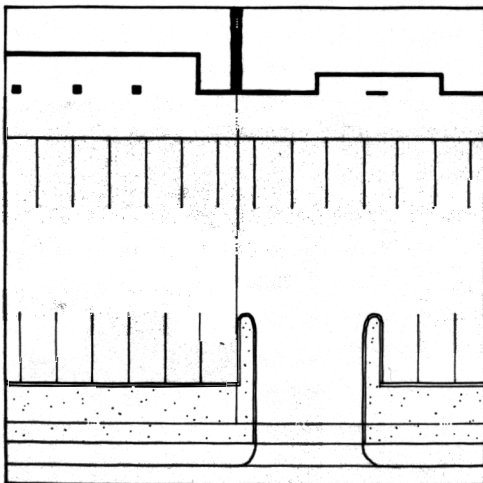
3.B.3e Retaining wall, berm and shrubbery combined to form four foot tall parking lot screen.



3.C.1 Net measurement of planting areas



3.C.3 Landscaped areas enhance the pedestrian environment by separating pedestrians from buildings and/or parked vehicles.



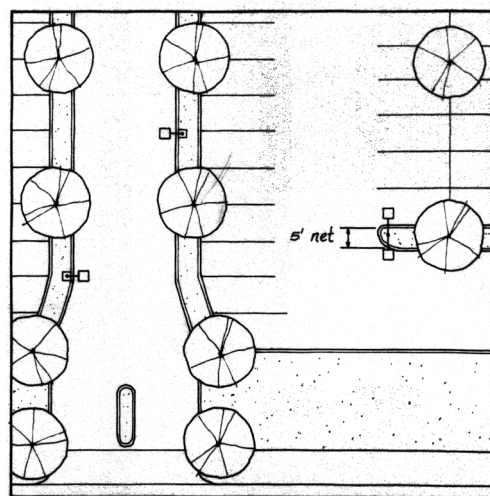
3.C.4 No planting areas required between buildings and parked vehicles in neighborhood centers and parking lot strips.

2. A minimum 5 foot net landscape strip should be used along circulation aisles, and along building side/rear elevations if a walkway is not used. A landscaped strip is not required in service areas between pavement and buildings.
3. For office buildings and speciality retail shops, parking bays should be separated from buildings by landscaped areas and/or protected walkways.
4. In neighborhood centers and parking lot strips, because of high pedestrian traffic volumes, plantings may be reduced or eliminated between parking bays and the fronts of buildings
5. A minimum 5 foot wide landscape bulb should be provided at the end of each parking aisle.
6. Trees in parking lots should be large canopy trees and should be a minimum 15 gallon size when planted.

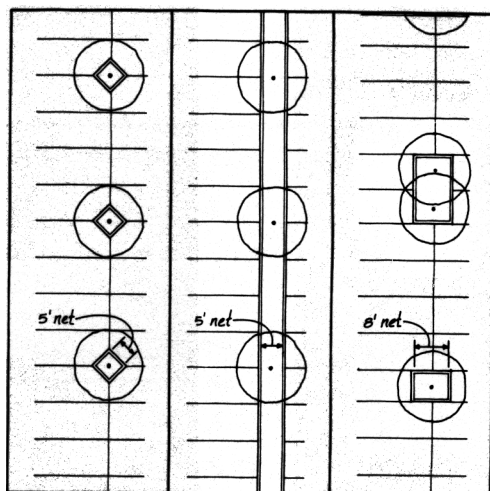
7. A minimum of one tree for each four parking spaces should be planted along rows of parking spaces.
8. Planting areas for trees required within the parking rows should be achieved by one of the following:
 - a. a continuous landscape strip, at least 5 feet wide net, between rows of parking spaces, or;
 - b. tree wells, 8 feet wide, resulting from the conversion of two opposing full sized spaces to compact spaces, or;
 - c. tree wells, at least 5 feet square, placed diagonally between standard or compact car spaces.

Note: The 5 foot square is a bare minimum and is not encouraged.

9. Texture and color variation in paving materials should occur where pedestrian and vehicular areas overlap. The use of stamped concrete, stone, brick or granite pavers, exposed aggregate, or colored concrete is encouraged in parking lots to promote pedestrian safety and to minimize the impact of large expanses of pavement.
10. In high traffic areas such as in retail centers where plants are more susceptible to injury by pedestrian or motor traffic, or other environmental hazards, they should be protected by raised curbs, tree guards, and/or other devices. The use of landscaping materials more resistant to physical abuse such as vines on buildings or trellises should also be considered.



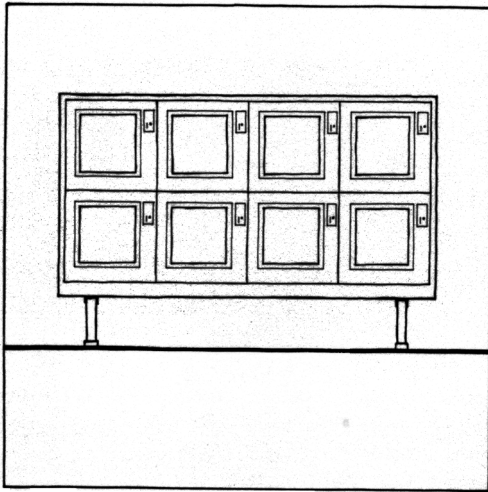
3.C.5 and 7 Basic parking lot landscaping: one tree for each four parking spaces and five foot bulb at ends of parking rows.



3.C.8 Three types of planting areas for parking lot trees.

D. FURNITURE/FIXTURES

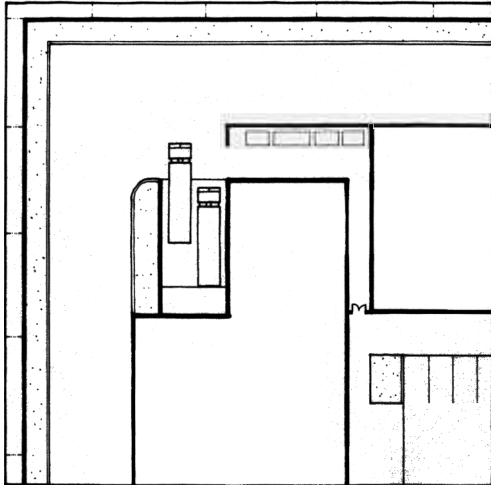
■ Outdoor furniture and fixtures should be compatible with the project architecture and should be carefully considered as integral elements of the landscape.



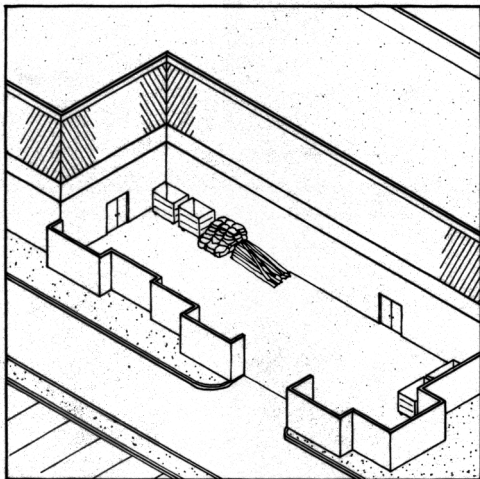
3.D.2 Newspaper racks consolidated into a single unit.

1. Outdoor furniture and fixtures such as lighting, free standing signs, trellises, raised planters, benches, trash receptacles, newspaper racks, bus stops, phone booths, fencing, etc., should be integral elements of the building and landscape design, and should be included in, and shown on, all site and landscape plans.
2. Newspaper racks, bus stops, reverse vending machines, and phone booths should be compatible with the design, including colors, of the main structure. Newspaper/magazine racks should be consolidated into a single unit to reduce visual clutter.
3. Exterior vending machines such as soft drink dispensers and cigarette machines are discouraged.
4. Outdoor furniture should be of a sturdy construction to withstand daily abuse.
5. Outdoor furniture should be located so it will not conflict with the circulation patterns of the site.
6. No signs are allowed on, or as a part of, any outdoor furniture except for use instructions on reverse vending machines, phones, and the display of a newspaper in a news rack.

The provision of adequate Service Facilities is critical to the usefulness of buildings. These facilities also present the greatest challenge in preventing problems for the property owner, the adjacent property owners and the public. The need for and implications of Service Facilities should be addressed early in the project design process.



4.A.1 Plan view of service yard located near loading dock.



4.A.1 and 2 Oblique view of enclosed service yard.

A. SERVICE YARDS

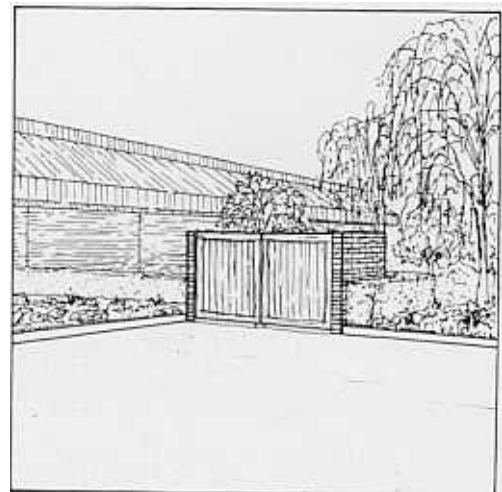
■ Loading and storage activities should generally be concentrated and located where they will not create a nuisance for adjacent uses.

1. Where appropriate and feasible, 'service yards' are encouraged over the dispersal of service facilities around the site. Service yards, should include provisions for loading, trash bins, storage areas, utility cabinets, utility meters, transformers, etc.
2. Service yards, storage areas, and all areas for storage of maintenance equipment or vehicles, should be enclosed or completely screened from view from outside the service yard or area. Screening should include walls, buildings, gates, landscaping, berming, or combinations thereof.
3. Service yards should be located and designed for easy access by service vehicles and for convenient access by each tenant. They should also be located to minimize conflicts with other site uses and should not create a nuisance for adjacent property owners.
4. Service yards should not be located adjacent to residential areas.
5. Service yards, by definition, preclude public circulation through them.
6. The design of service yard walls and similar accessory site elements should be compatible with the architecture of main building(s), and should use a similar palette of materials.

B. GARBAGE/TRASH

■ Adequate provisions should be made for storing the anticipated number of garbage/trash bins for the project in a manner that does not create problems for adjacent properties.

1. All trash and garbage bins should be stored in an approved enclosure unless bins are stored in an approved service yard.
2. Trash enclosures should allow convenient access for each tenant. Enclosure locations should not be blocked by parking spaces.
3. Trash enclosures should be located away from residential uses and should not create a nuisance for the adjacent property owners.
4. Trash enclosures should be constructed with masonry walls and heavy wood and/or metal doors and should be architecturally compatible with the project.
5. Trash enclosures should include provisions for concrete stress pads to reduce pavement damage from disposal trucks.
6. Trash enclosures near residential areas and/or streets should include screens/solid covers to prevent odor and wind blown litter.
7. Trash/garbage compactors should be used by all major tenants (15,000+ square feet) in retail centers and for office buildings over 3 stories.

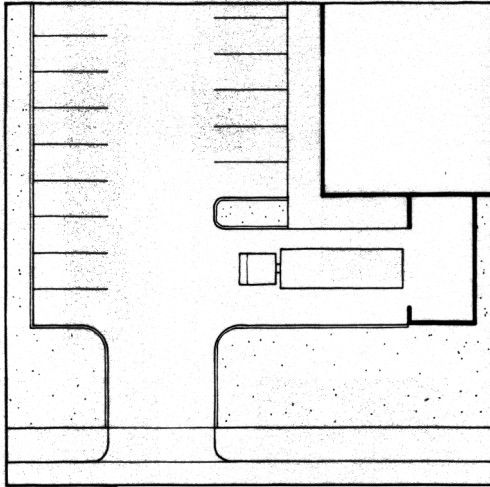


4.B.4 Masonry trash enclosure with heavy wooden doors.

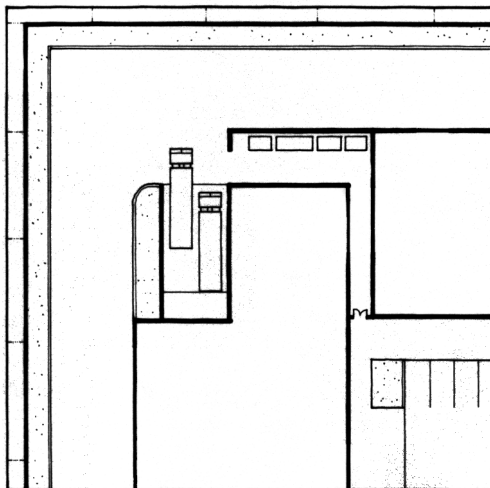
C. LOADING

■ Adequate loading spaces (including docks) should be provided, but designed to avoid becoming a nuisance to surrounding properties.

1. A 10 by 30 foot off-street loading space is required by the Zoning



4.C.2 Unscreened loading space for small trucks making front door deliveries.

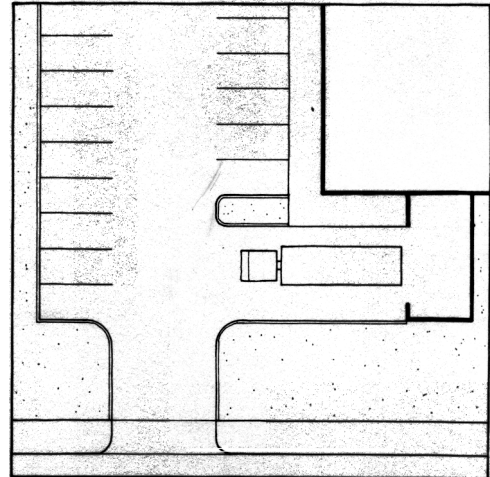


4.C.5 Loading dock separation from residential properties, plan view (top) and section view (bottom), two sound walls and two ten foot landscape strips.

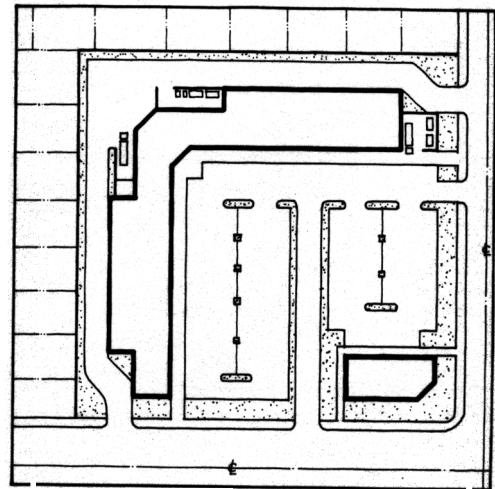
Ordinance for the first 10,000 square feet of building and an additional space is required for each additional 20,000 square feet.

2. When commercial buildings back up to residential properties, loading and delivery should be planned to occur at the front or side of a building whenever possible. Loading and delivery, however, should never be planned to occur in a required set-back area.
3. Loading spaces are discouraged adjacent to residential properties. A loading space, however, may be located adjacent to parking areas for multi-family projects when another location is not feasible.
4. Loading docks should not be located within 100 feet (50 feet if fully enclosed within a building) of residential structures or private rear yards.
5. All loading areas, docks, and truck circulation aisles should be separated from residential properties by:
 - a. a masonry screen wall (minimum 7 feet high), which provides full visual screening, and a minimum 10 foot wide heavily planted landscape strip.
 - b. in addition, a second sound wall and second 10 foot wide landscape strip located between a loading dock and any residential properties within 100 feet, when the 100 foot separation is not feasible.
6. A loading space should be provided for each freestanding restaurant site.

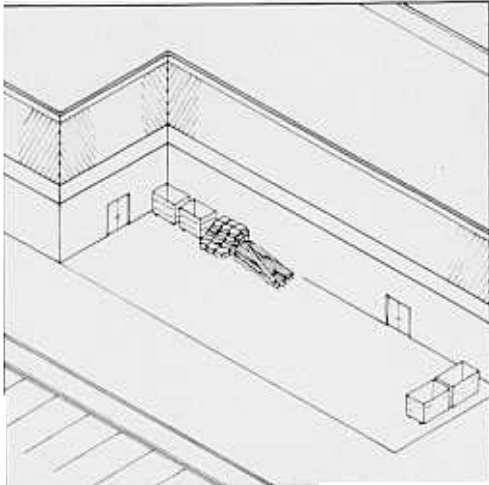
7. Loading area activities should never be visible from a public street. Screening should be complete and should match the design of the building. An off street loading space may be treated as an unscreened automobile parking space if the loading space consists only of a paved 10 foot by 30 foot loading area with no other service facilities provided.
8. To discourage the accumulation of trash and stored goods, no area behind commercial buildings should be paved unless it is required for circulation, loading activities, service activities, or vehicle parking.
9. Areas adjacent to residential properties should be kept free of service vehicle circulation. When locating service vehicle circulation adjacent to residential properties is unavoidable, each segment of the circulation system should be designed to permit the vehicles serving no more than one major tenant and/or 15 minor tenants to circulate past any one residential property and/or unit.
10. The circulation areas adjacent to residential properties should be designed to prevent semi trucks from parking there except in approved loading spaces or docks.
11. Two-way access driveways to loading areas and service yards should have a minimum width of 26 feet. One way aisles may be a minimum of 12 feet wide. Aisles designated as Fire Lanes must be 26 feet wide.
12. Loading areas should include provisions for other associated activities, including storage, trash bins, etc.



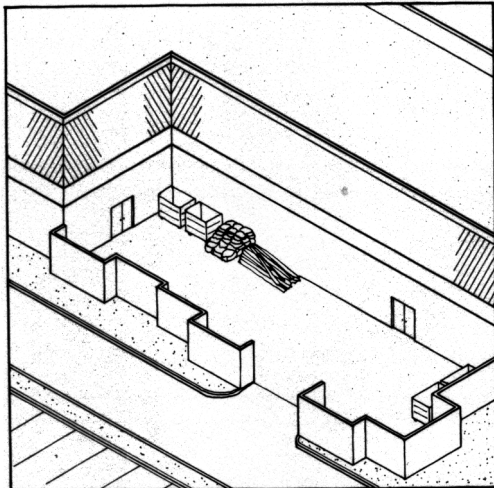
4.C.7 Unscreened loading space for small trucks providing deliveries primarily to front doors.



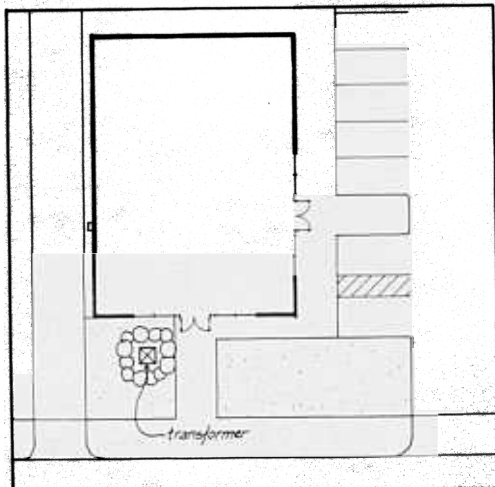
4.C.9 Loading docks located to limit the exposure of truck circulation and service activities to adjacent residential properties.



4.D.1 Open areas cannot be used for storage.



4.D.2 Outdoor storage within screened storage area or service yard.



4.E.2 Transformers should never be the dominant element in a front setback area.

D. STORAGE

■ Provisions should be made for the storage needs of commercial occupants.

1. Open paved or dirt areas cannot be utilized for storage.
2. Outdoor storage should only occur within approved storage areas which are permanently screened from view.
3. Chain link fencing should not be used where it is visible from public streets, on-site major circulation aisles, adjacent residential uses, or pedestrian areas. Barbed or razor wire should never be used.
4. Outdoor storage, if within a screened area, is allowed in some Zoning Districts but only with a Conditional Use Permit.

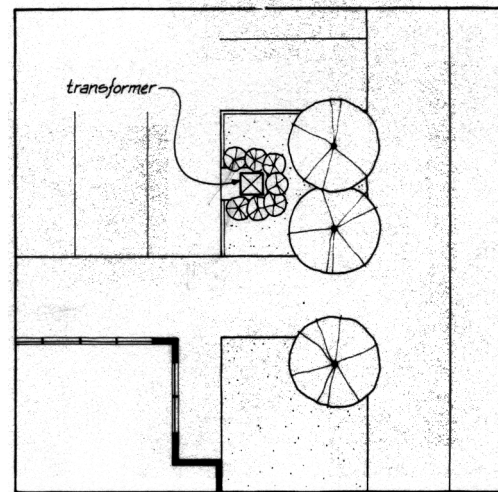
E. UTILITY EQUIPMENT

■ Utility equipment should not be visible from the street.

1. Utility equipment such as electric and gas meters, electrical panels, and junction boxes should be located in a utility room within the building.
2. Transformers should never be the dominant element of the front landscape area. When transformers are unavoidable in the front setback area, they should be completely

screened by walls and/or thick landscaping, and should not obstruct views of tenant spaces, monument signs, and/or driveways.

3. All utility lines from the service drop to the site should be undergrounded.
4. Undergrounding of utility lines in the public right of way is the responsibility of the project developer. Undergrounding may be accomplished by payment of an in lieu fee to the City based on the project street frontage as an alternative to constructing underground utility lines.

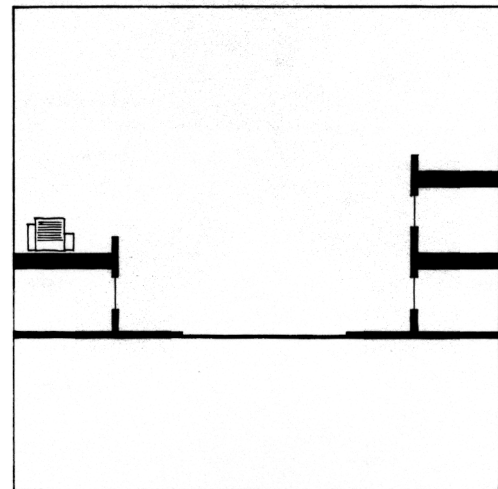


4.E.2 Transformer screened by landscaping.

F. MECHANICAL EQUIPMENT

■ Mechanical equipment should be located and operated in a manner that does not disturb adjacent occupants and it should be screened from public view.

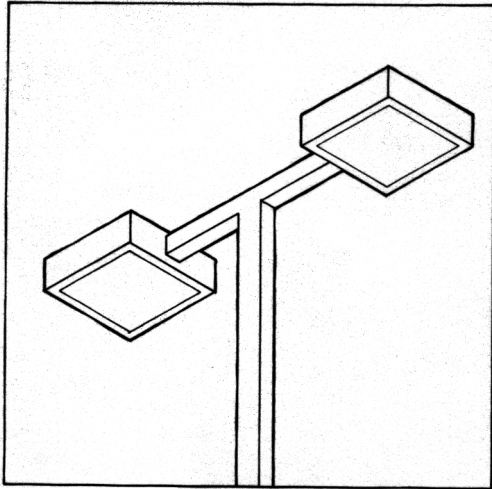
1. All mechanical equipment such as compressors, air conditioners, antennas, pumps, heating and ventilating equipment, emergency generators, chillers, elevator penthouses, water tanks, stand pipes, solar collectors, satellite dishes and communications equipment, and any other type of mechanical equipment for the building should be concealed from view of public streets, neighboring properties, and nearby higher buildings.
2. Mechanical equipment should not be located on the roof of a structure unless the equipment can be hidden by building elements that were designed for that purpose as an integral part of the building design.
3. Mechanical equipment should be located and operated in a manner that does not subject adjacent occupants and activities to noise that is disturbing by virtue of its volume or nature.



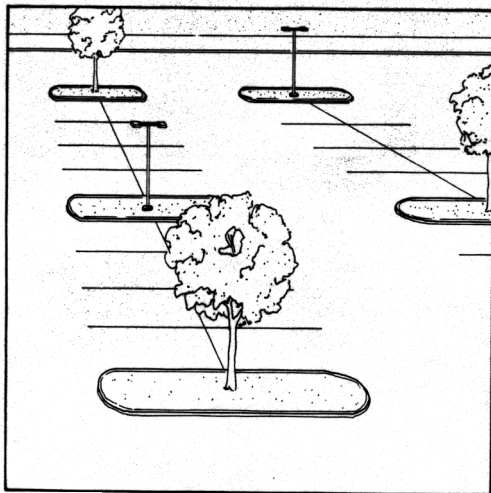
4.F.1 and 2 Rooftop mechanical equipment should not be left visible from streets, nearby properties or adjacent buildings.

G. LIGHTING

■ Lighting levels should be sufficient for the safety of site occupants and visitors but should not spill onto adjacent properties.



4.G.3 Pole mounted light fixture designed to cut off visibility of light source.



4.G.5 Light fixtures should not be located to displace trees.

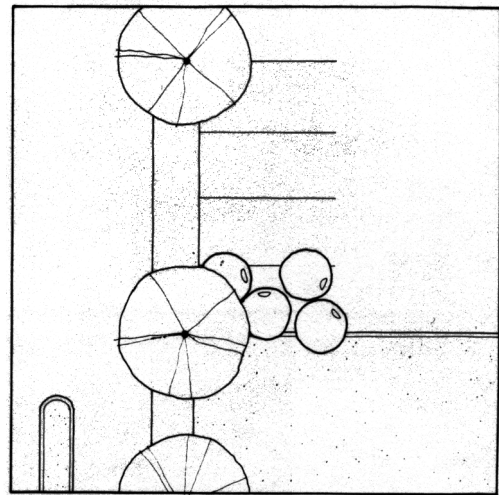
1. Lighting should be provided in all loading, storage, and circulation areas.
2. Light fixtures should not exceed 8 feet in height when adjacent to residential uses unless the setback of the fixture from the property line is twice the height of the fixture (maximum 25 feet high).
3. Parking area and vehicular circulation lighting should be Low Pressure Sodium cut-off type fixtures. Bollard type lighting for pedestrian activity areas may use other light sources.
4. The light source from a light fixture should not be visible from off the site.
5. Lighting fixtures in parking lots should be located to assure adequate light levels and to avoid displacing planned trees. Light fixtures should be shown on landscape plans.
6. Light standards should not exceed 25 feet in overall height from the finished grade of the parking facility, except that light standards in very large regional parking lots may be taller if they result in no negative impact to nearby residential occupants.
7. Use of low, bollard-type luminaires, 3 to 4 feet in height, are encouraged as pedestrian area lighting.
8. Roof lights, wall washes, lighted roof panels, and other methods of illuminating buildings are not allowed.

9. Lighting levels should be limited to the minimum levels necessary to provide public safety. Levels of illumination for most uses range from .5 to 1.5 footcandles. Areas of higher or lower levels of illumination should be indicated on project plans.

H. RECYCLING FACILITIES

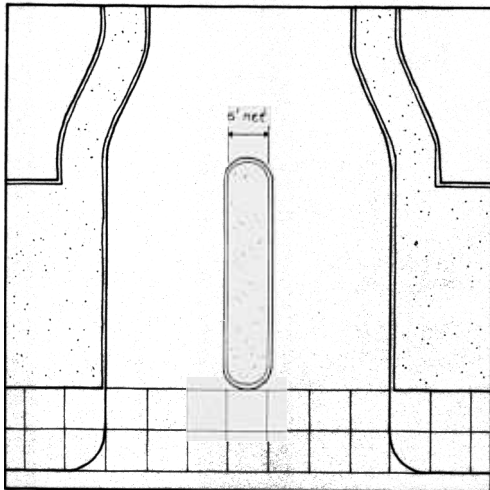
■ Recycling facilities are intended to provide the services necessary for the recycling of bottles, cans, plastic, and paper. Reverse vending machines and small collection facilities are permitted in commercial areas. Larger, more intensive uses are restricted to industrial areas.

1. Provisions should be made for the placement of recycling facilities such as reverse vending machines at grocery stores.
2. Recycling facilities should not displace parking or landscaping.
3. Recycling facilities should be designed to be architecturally compatible with the project.
4. Recycling facilities should be painted to match the project color scheme.
5. Recycling facilities should not be located near residential uses.
6. Cardboard and paper bale storage, including bales awaiting pickup, should be located indoors.

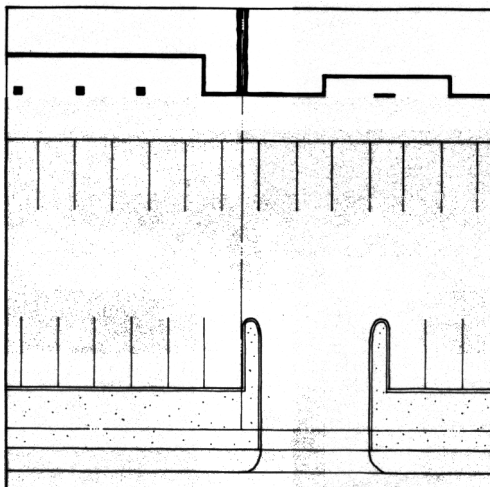


4.H.2 Recycle bins should not displace parking or landscaping.

A properly functioning parking lot is a benefit for the property owner, his tenants and their customers. A parking lot needs to allow customers and deliveries to reach the site, circulate through the parking lot, and exit the site easily. Clear, easy to understand, circulation should be designed into the project to allow drivers and pedestrians to move through the site without confusion.



5.A.2 Landscaped median to separate incoming and outgoing traffic.



5.A.4 Shared access and parking lot.

A. GENERAL

■ Parking lots should be designed for convenient parking, and safe circulation.

1. Parking lots should be accessed from commercially developed streets.
2. Entry drives on larger projects should include a minimum 5 foot wide landscaped median to separate incoming and out going traffic.
3. Driveways should be coordinated with existing or planned median openings. Driveways should also line up with driveways on the opposite side of the roadway.
4. Development of land in cooperation with owners of adjoining properties is encouraged where parking, drive-ways, or plazas can be shared.
5. Screen walls should not be located where they block the sight lines of drivers entering, leaving or driving through the site.
6. Drop-off points, i.e. wider aisles, should be located near major building entries and plaza areas on larger projects.

B. AUTOMOBILE

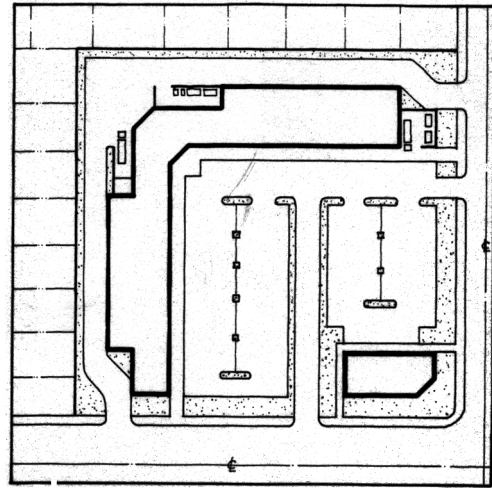
■ On-site automobile parking and circulation systems should be convenient and readily understandable to the users.

1. Parking lots should be designed with a hierarchy of circulation: major access drives with no parking; major circulation drives with little or no parking; and then parking aisles for direct access to parking spaces. Small projects may need to combine components of the hierarchy.
2. Parking lots should include landscaping that accents the importance of the driveways from the street, frames the major circulation aisles, and highlights pedestrian pathways. Driveways should have visual cues for drivers such as distinctive landscaping or directional signs.
3. Parking space and aisle dimensions should conform to the Zoning Ordinance. Vehicles may not back out on to public streets.
4. Compact car spaces should be evenly distributed throughout the main parking lot. They should not be clustered adjacent to the building front.
5. Large quantities of the required parking should not be located in the rear service area of a project. A small number of spaces (5 percent) may be allowed in the rear service area for employee parking.

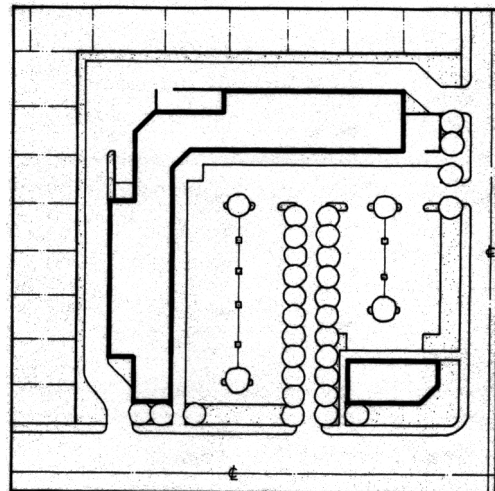
C. TRUCK

■ Truck routes should provide easy access to the loading and service areas of the site; negative impacts on adjoining properties should be minimized.

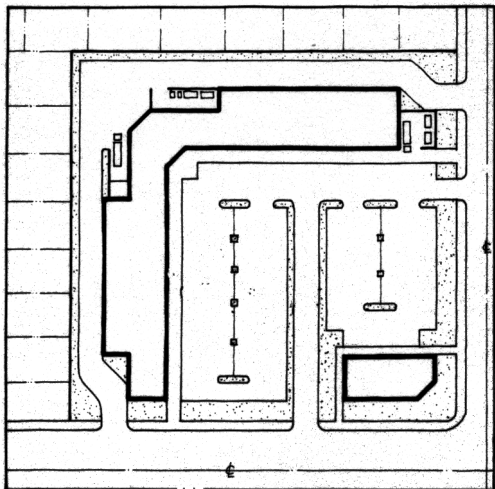
1. Service vehicle traffic should be sepa-



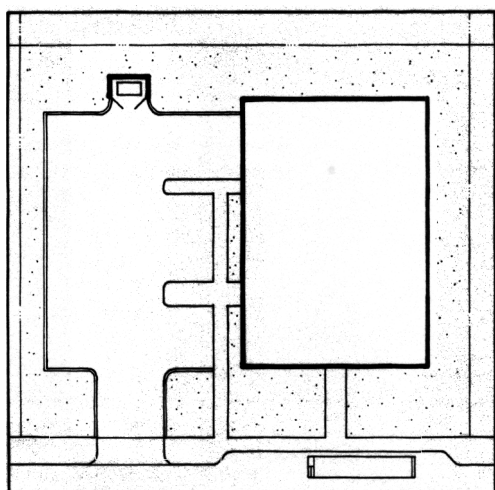
5.B.1 Parking lot designed with hierarchy of circulation.



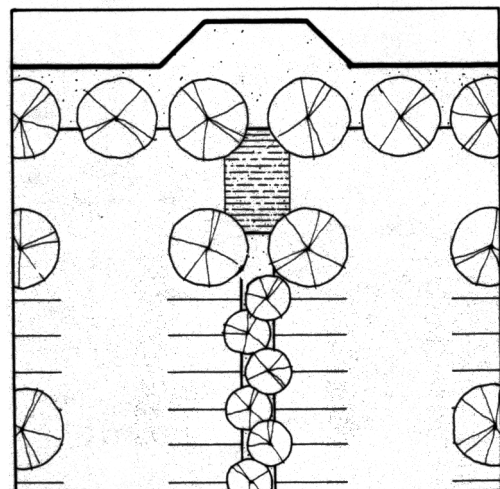
5.B.2 Parking lot landscaping should help direct the driver to his/her destination.



5.C.1, 2, and 3 Service vehicle circulation showing separation from customer traffic and limited exposure to residential properties.



5.D.1 Direct pathway from bus stop to building entrance.



5.D.1 Dedicated pedestrian pathway through large parking lot.

rated from the main customer circulation paths.

2. Areas adjacent to residential properties should be kept free of service vehicle circulation. When locating service vehicle circulation adjacent to residential properties is unavoidable, each segment of the circulation system should be designed to permit the vehicles serving no more than one major tenant and/or 15 small tenants to circulate past any one residential property and/or unit.
3. Loading stalls should be designed to avoid interference with circulation or parking, and to permit trucks to fully maneuver on the property without backing from or onto a public street.
4. Truck routes should be designed to utilize existing or planned median island turn pockets.
5. Truck access should be from commercial streets. Residential streets should never be used for truck access.

D. PEDESTRIAN/BICYCLE

■ Safe and convenient facilities and means of access should be provided for pedestrians and bicyclists.

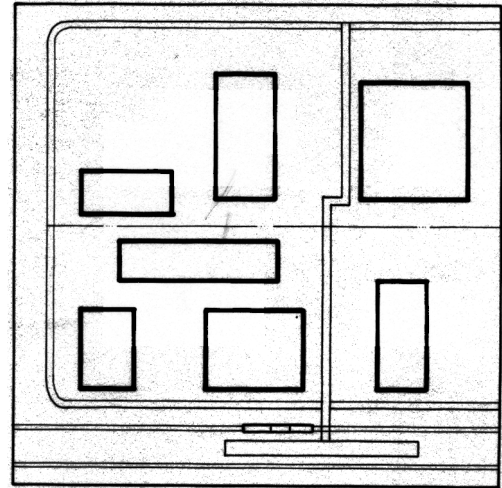
1. Clearly defined pedestrian access should be provided from light rail stations and bus stops to primary building entrances. In larger projects, pedestrian pathways should be provided through parking areas.
2. Bicycle parking racks should be provided at all commercial centers and at other retail and office sites large enough to attract and accommodate bicyclists.

3. On sites adjacent to or near a light rail station, the provision of a pleasant, conveniently located walkway which crosses and connects individual sites is encouraged in order to provide pedestrians the most efficient route to and from the station.
4. Provisions for access by disabled persons should be incorporated into the overall pedestrian circulation system. The overall project design must be in compliance with all existing disability access laws.

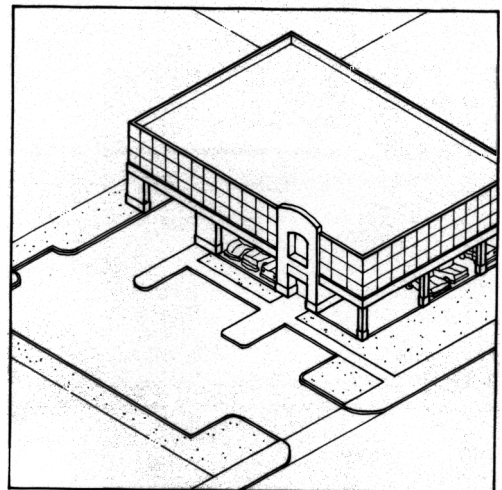
E. PARKING STRUCTURES

■ Parking structures, including parking floors in commercial buildings, should be designed to minimize the negative impacts on adjoining properties and on the streetscape.

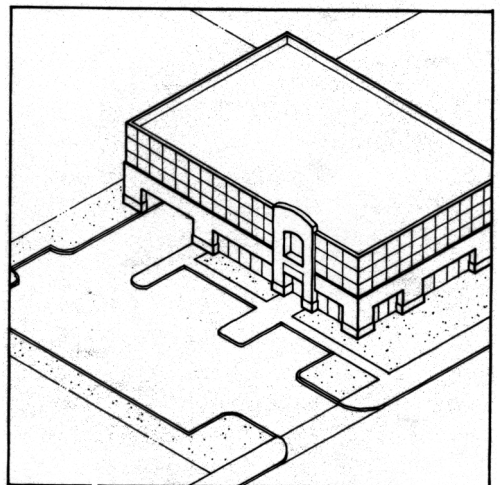
1. Vehicular access to structured parking should be from a major street.
2. The view of a parking structure from a public street should be minimized by placing its short dimension along the street edge. Parking structures should include active uses such as shops, offices or other commercial spaces along the ground level of the street frontage.
3. Parking structures should be architecturally consistent with the project and/or surrounding area. Plain, blank wall surfaces should be avoided. Ramped floors should not be visible from the street.
4. Buildings built over parking should be visually and solidly 'anchored' to the ground; the building should not appear to 'float' over the parking area. Parking at grade level under a building is discouraged unless the



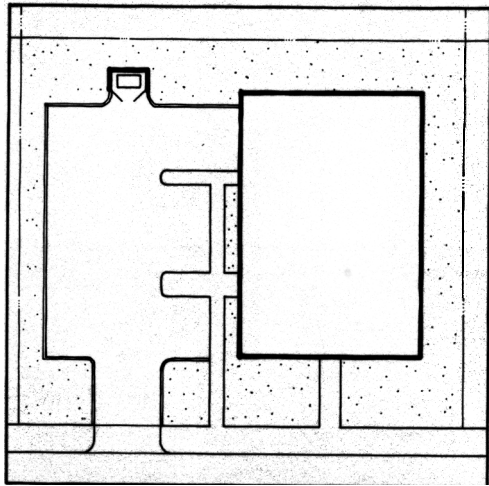
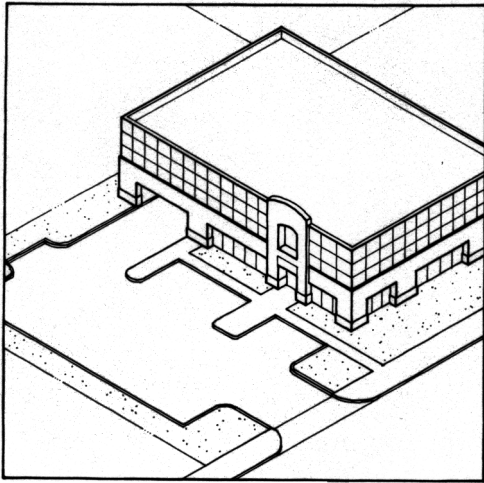
5.D.3 Pedestrian pathway providing direct connection between light rail station and several properties.



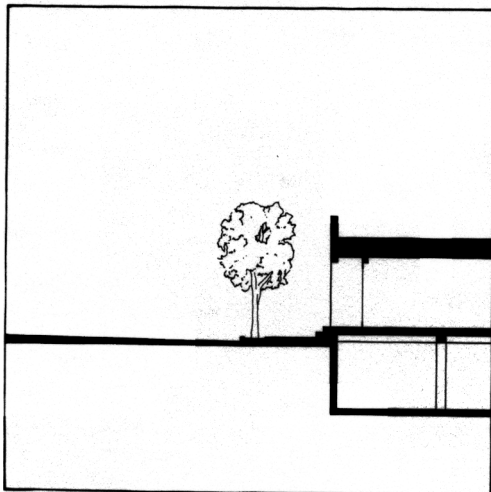
5.E.4 Buildings should not appear to 'float' over the parking area.



5.E.4 Grade level parking wholly enclosed within the building.



5.E.9 Garage entrance located to avoid visibility of interior from the street, oblique view (top) and plan view (bottom).



5.E.10 Commercial space located two steps up from sidewalk level.

parking spaces and aisles are wholly enclosed within the building or wholly screened with walls and landscaped berms.

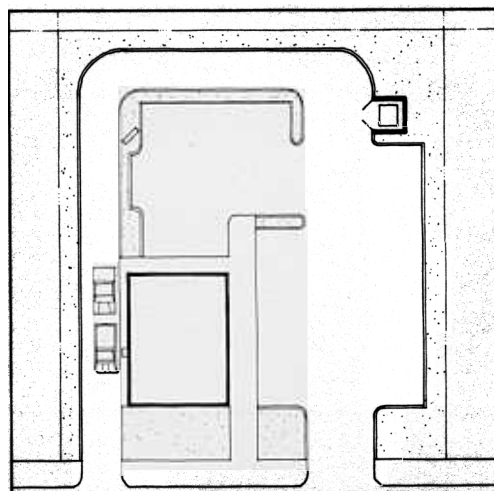
5. Setbacks for parking structures should match the setbacks for other on-site buildings.
6. Light fixtures within structures should be designed so that the light source is not visible from off-site. Exposed fluorescent tubes are discouraged.
7. Lighting of the top deck on above ground structured parking should be architecturally integrated with the building and should not be mounted on tall poles.
8. Parking structure walls adjacent to residential properties should not have any openings through which sound may be transmitted.
9. Garage entrances should be designed to eliminate any significant visibility of the garage interior from surrounding streets. Street front entrances to garage levels of commercial buildings should be avoided if at all possible.
10. Commercial spaces located over subterranean parking should be at or very near the same elevation as the sidewalk.
11. Security grills for parking structures should be attractive and integrated with the design style of the building. Chain link fencing should not be used for garage security fencing.
12. Ventilation structures/facilities should be integrated with the building design and not located adjacent to existing or planned residential uses.

F. DRIVE THROUGH USES

■ Drive through uses should be functional and attractive and should not create a nuisance for adjoining properties.

1. Primary ingress and egress for a drive through use should be from a four lane major street.
2. Sufficient stacking should be provided for each drive through lane to prevent spill over onto major circulation aisles and public streets.
3. The stacking lane should be physically separated from the parking lot by a landscape strip. Painted lanes are not sufficient.
4. Pedestrian access to the building from the parking lot should not cross the traffic flow of a stacking lane.
5. Neither the drive through window nor stacking lane should face a public street.
6. Drive through uses should be located a minimum of 200 feet from any existing or planned residential properties.
7. Drive through uses should be located a minimum of 500 feet from another drive through use.
8. Drive through speakers should not be audible from adjacent properties.

Note: For more detailed information on drive through uses, consult City Council Policy 6-10, 'Drive Through Criteria'.

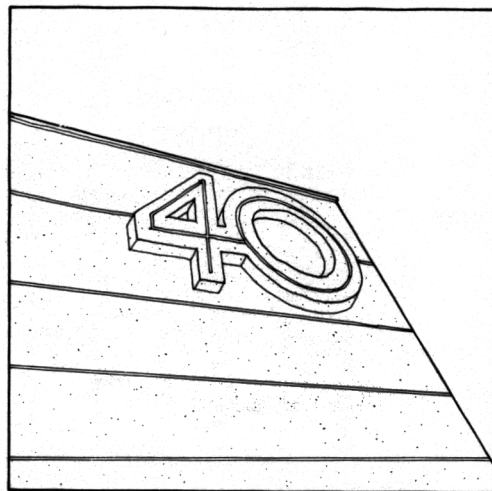
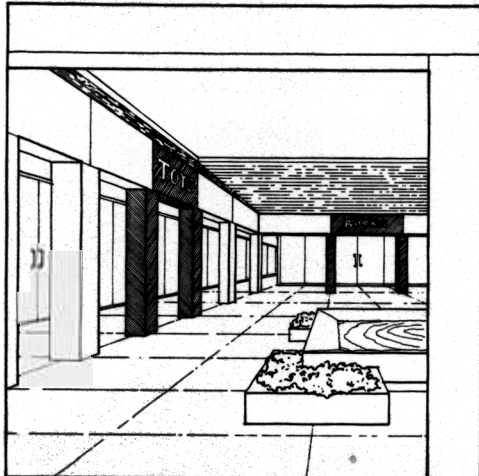


5.F.2, 3, 4, and 5 Well planned site with adequate stacking, safe circulation patterns and unobtrusively located drive through window and stacking lane.

The function of Signs is to communicate the availability of goods and services to prospective customers. A limited number of well designed Signs generally provides effective communication. When the street becomes overloaded with Signs competing with each other for dominance, the effect is chaotic and the overall appearance of the street suffers; the viewer then sees less, not more information.

A. GENERAL

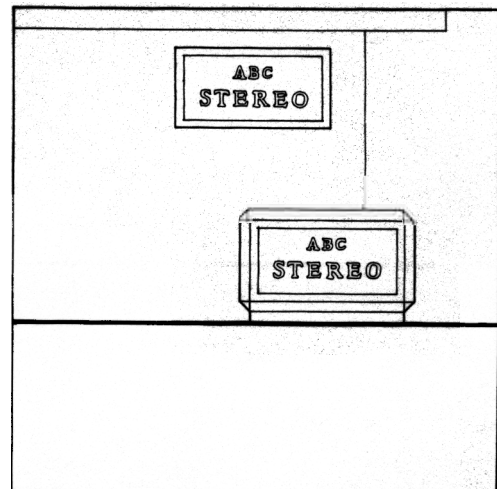
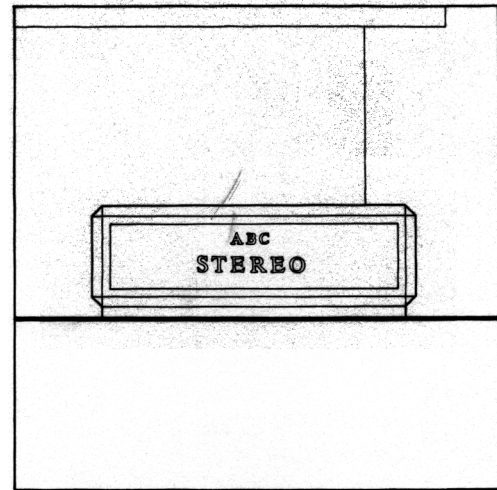
■ Signs and related graphics should be an integral part of the overall building and site design.



6.A.2 Sign incorporated into design of building.

1. An overall sign program, containing specific sign criteria, should be created for each project.
2. Sign concepts should be considered during the design of buildings, so that signs and graphics can be integrated into the design of buildings. Sign styles, size, height, colors, location, and material should strongly relate to building design and historic time period, if any.
3. Signs should be coordinated with the scale, materials, and locations of architectural and landscaping features, creating an integrated and legible environment.
4. The size of signs should vary depending on how they are viewed. Signs within pedestrian areas should be located closer to eye level and should be smaller than signs which are to be viewed from a moving vehicle. Signs should be simple and easy to read.

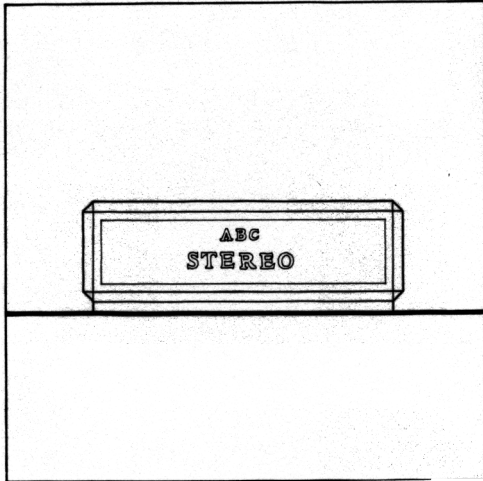
5. If there is more than one sign oriented to a single street, the total area may not exceed the sign area permitted by these guidelines.
6. Illumination of letters or graphics is preferred over illumination of the background. Internal illumination of 'cabinet signs' should be by low-intensity lamps. The light source of externally illuminated signs should not be visible.
7. No signs are permitted which are visible from freeways. Signs facing expressways are not allowed unless the project has direct access from the expressway. Limited exceptions may be permitted for hotels and motels designed to serve drop-in travelers.
8. Standardized or corporate signing which does not relate to the building architecture is discouraged. Corporate colors used for architectural highlighting or trim, but not corporate symbolism, are not considered part of the sign.
9. In historic areas, original signs or reproductions of such signs are encouraged.
10. All buildings should display an address that is visible from the street and/or parking lot.



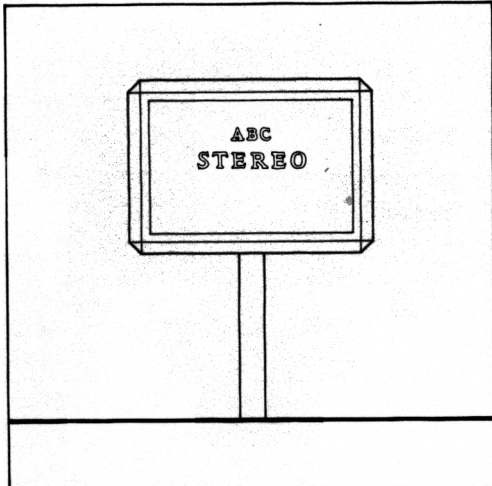
6.A.5 Total sign area applied to one sign (top) and same total sign area divided between two signs (bottom).



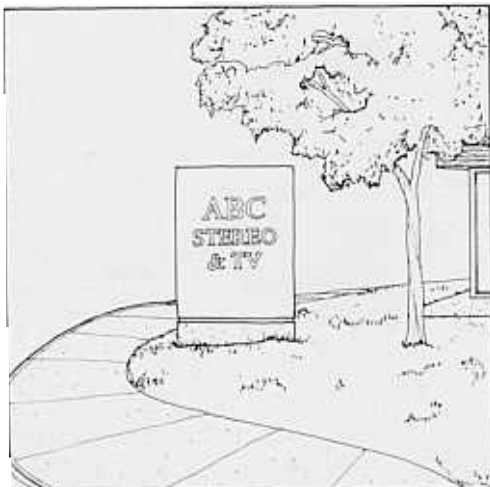
6.A.9 Historic building with sign of same period and style.



6.B.3 Low profile, 'monument' sign.



6.B.3 Pole mounted signs are not appropriate.



6.B.4 Detached sign framed by landscaping.

B. DETACHED SIGNS

■ Detached signs are useful for assuring visibility of business identification for large projects with substantial setbacks.

1. Detached signs are appropriate in front of buildings with substantial setbacks and should be located in the front landscape strip to provide visibility from the street.
2. Detached signs are allowed for parcels with a minimum of 100 feet of lot frontage.
3. A detached sign should be architecturally consistent with the project and should be placed on a base as wide as the sign. Low profile, 'monument' type signs are encouraged; pole mounted signs are not appropriate.
4. Landscaping should frame but not obscure detached signs.
5. Detached sign size should be related to the project size, type of business, sign height, site frontage width, building height, and the speed at which the sign is viewed. Taller signs will be allowed less square footage.
6. Detached signs should be designed primarily to display the street address and the name of the business, building or center, but may also identify the generic product or service being offered. Where appropriate, they may combine a center name with the names of one or two major tenants. In no case should these signs function as reader boards.

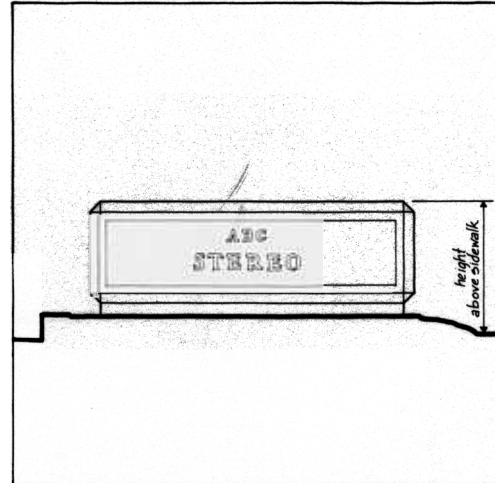
- 7 Detached sign heights should be referenced from the adjacent sidewalk elevation.

C. ATTACHED SIGNS

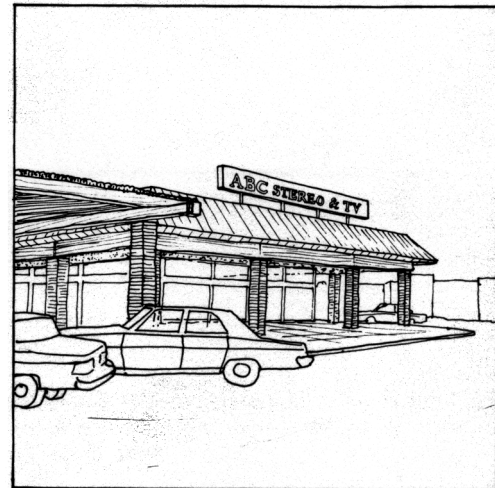
- Project and business identification is more typically provided by signs attached to building faces.

The scale and design of attached signs should be consistent with the size and style of the building.

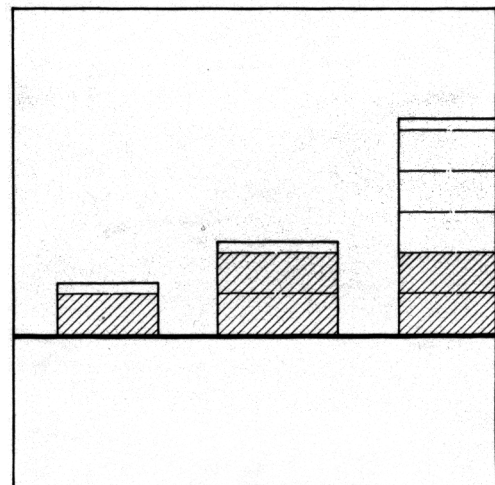
2. The Zoning Ordinance regulates the placement of attached signs; signs may be attached only to vertical surfaces and may be located no higher than the eave line or the roof line at the parapet, or the finished floor elevation of the third floor, whichever is less. Roof top signs are not permitted.



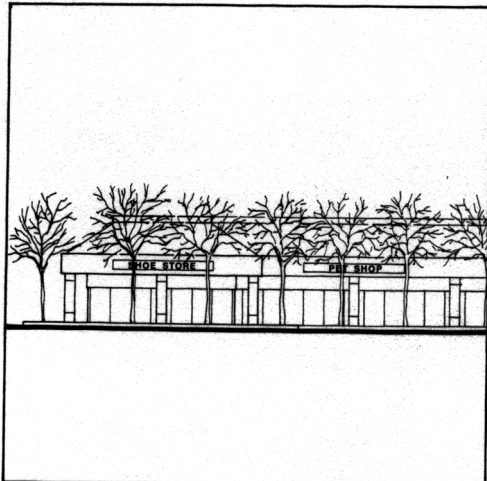
6.B.7 Height of sign measured from sidewalk elevation.



6.C.2 Roof top signs are not permitted.



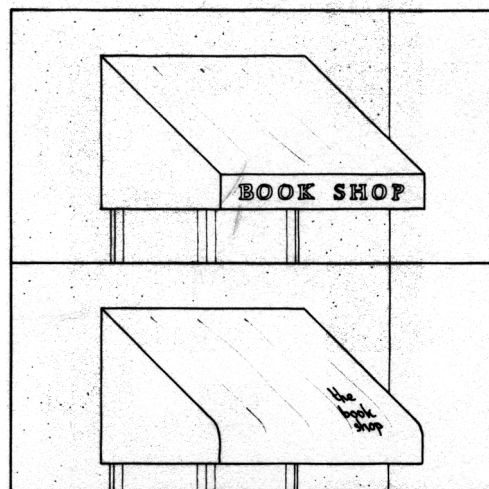
6.C.2 Attached signs permitted only in cross hatched areas.



6.C.3 Sign areas visible beneath tree canopies.

3. Attached signs should be located where they will be visible from the street under, and not obstructed by, the canopy of mature parking lot or street trees.
4. Internally illuminated individual letter signs are typical of suburban shopping centers but are usually not appropriate on older neighborhood commercial streets.
5. Provisions should be made in the building design to conceal the sign transformers and wiring.
6. Where cabinet signs are utilized, cabinets should be an integral design element of the building, e.g., recessed into the building face. Facing the cabinet in a material and/or color which is opaque and similar to the fascia material is one method of achieving design integration.
7. Pedestrian oriented under-canopy signs are encouraged beneath arcades or canopies over pedestrian walkways. These signs should be installed perpendicular to the storefront and should not exceed 6 square feet in area.
8. Painted signs may be applied to the surface of windows, provided that they do not exceed 10 percent of any discrete window area or 40 square feet per tenant, whichever is less.

9. Awning signs are a form of attached sign and may be an effective alternative to attaching the sign directly to a building wall. Signs on awnings should meet the following standards:
- a. Awning sign copy should be limited to vertical surfaces located on the bottom one third or 18 inches of the awning, whichever is less. Signs may be permitted on the sloped portions of awnings but only if they do not exceed 10 percent of the total surface area of the awning.
 - b. Awning materials should have the appearance of traditional fabric; materials which are shiny, stiff and obviously synthetic should be avoided.
 - c. All illuminated areas of an awning count toward the allowed project sign area.



6.C.9a Sign copy on vertical surface of awning (top) and limited to 10 percent of awning surface area (bottom).

SPECIFIC DEVELOPMENT TYPES

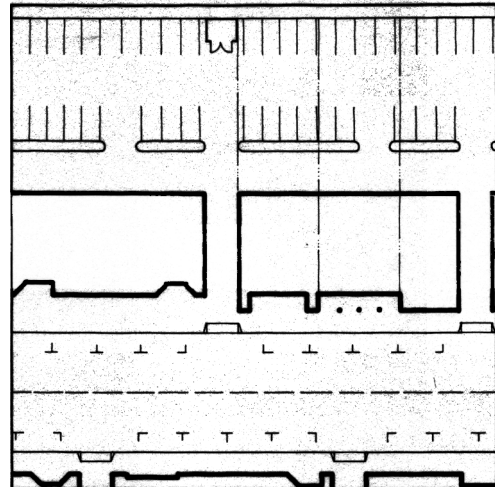


The thirteen Sections grouped under Specific Development Types address those design issues related directly to specific types of commercial development. Each type of commercial development has its own set of characteristics which have been acknowledged and treated separately. Not only are these guidelines intended to help improve overall design quality, but because they are project type specific, they will help emphasize the distinguishing characteristics of each commercial development type. When a single project includes more than one specific development type, each different part of the project should conform to the guidelines for that type.

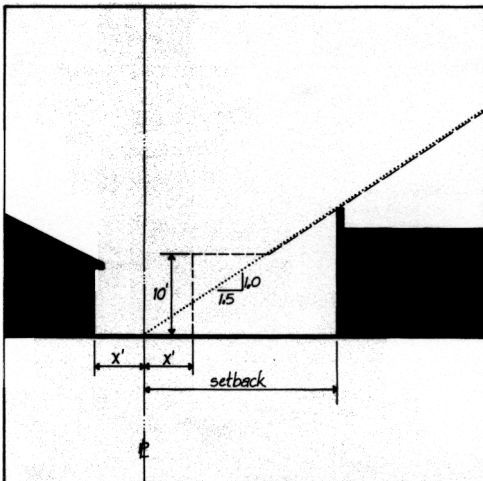
The Sidewalk Strip is typified by older commercial development in neighborhood business districts and is characterized by smaller buildings which often have no side setbacks and are located at or near the sidewalk. Sidewalk Strip entrances are generally located along the street front; Sidewalk Strip development is pedestrian oriented and relies on foot traffic for its business. Parking usually is located on the street and/or at the rear of the property. Buildings can have secondary entrances from rear parking areas. New buildings should compliment and continue the setbacks, scale, and proportions of adjoining buildings.



7 Sidewalk strip in elevation.



7 Sidewalk strip in plan.



7.A.1 One and one half feet of setback from residential for each foot of building height. See guideline 1.C.6 for exceptions.

A. SETBACKS

■ Building setbacks should be similar to those of surrounding existing buildings and should reinforce the existing streetscape. While some variation of building placement adds interest to the streetscape, the street should present a unified image and setbacks should not vary much from building to building.

1. Building Setbacks

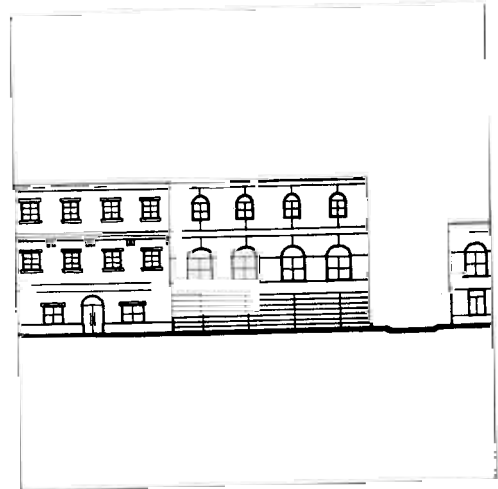
	Non-Residential Interface	Residential Interface
Street	0'	0'
Interior	0'	1 1/2' : 1'

2. Parking Setbacks

	Non-Residential Interface	Residential Interface
Street	10'	10'
Interior	5'	10'

B. SITE ORGANIZATION

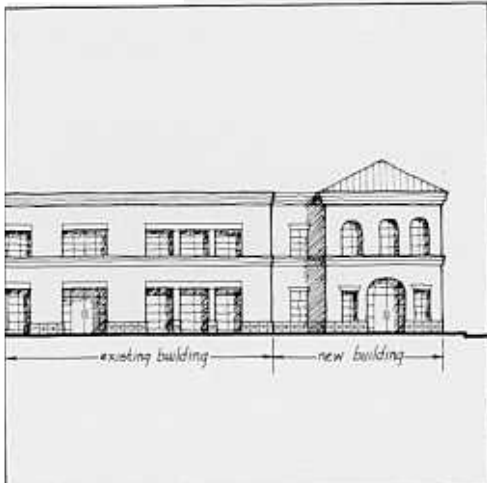
1. Buildings should always be built to, or near, the front property line.
2. Buildings should also be built to side property lines to form as continuous a line of building fronts as possible consistent with the need to provide parking or access to parking.
3. Retail shops, restaurants, other 'active' businesses, display windows and/or courtyard entrances should be located at ground level fronting on the street. Blank walls, storage space, loading areas, parking floors, and other inactive uses should be avoided at the fronts of buildings.
4. The major pedestrian entrance should always be located at the street front; secondary entrances may be located at, or convenient to, parking lots.
5. Buildings on corner lots should be located at the corner and should generally orient to the most major street with a major entry at the corner.
6. Parking should be located to the rear or side of buildings.
7. Parking lots should be coordinated with any adjacent parking lots through the use of cross access easements.
8. Driveways should be shared with adjacent uses and the number of driveways to a major street should be limited. Preferred access is from side streets provided that such access is not adjacent to or opposite from residential uses.



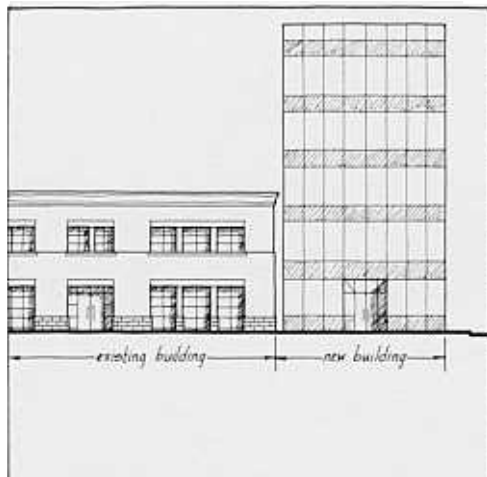
7.B.3 Blank walls should be avoided at the fronts of buildings.



7.B.3 'Active' building fronts.



7.C.3 Similar proportions, scale and mass.



7.C.3 Incompatible proportions, scale and mass should be avoided.



7.C.5 Shed roofs and other suburban building elements are not appropriate in sidewalk strips.

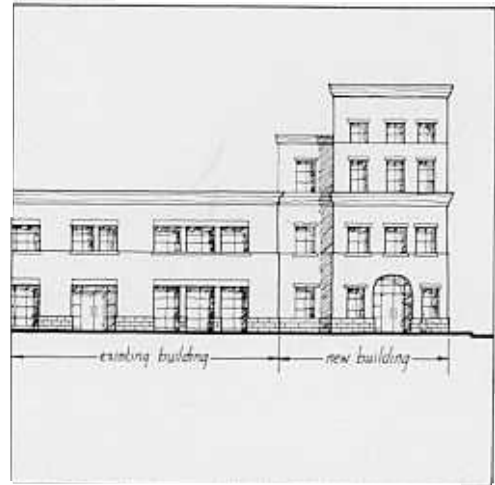
C. BUILDING DESIGN

1. Buildings should be designed with windows or other openings along street frontages to permit views into active spaces or display spaces.
2. Clear glass, rather than tinted glass, should be used for windows on the ground floor of retail buildings to allow increased visibility of the store interior.
3. The proportions, scale and mass of a building are more important in sidewalk strip commercial areas than the specific architectural style or materials.
4. Buildings should reflect the predominant scale and volumes of buildings in the area. The apparent width of new buildings should replicate the existing pattern of the area. Large buildings may require varied wall planes and/or material variations.
5. Typical suburban architectural styles and elements, such as shed roofs, and shopping center style mansard roofs, are not usually appropriate for sidewalk strip development.

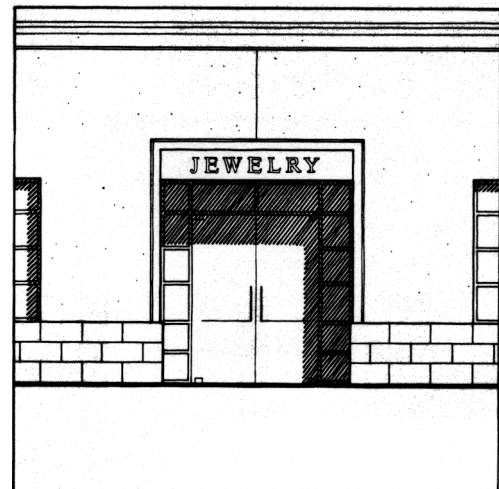
6. The arrangement and proportions of facade elements should reflect those of surrounding structures. New buildings adjacent to historic structures should make visual linkages to the historic structure, such as lining up window bands, belt course or moldings, or repeating architectural elements such as a covered walkway, recessed base or similar roof forms.

D. SIGNS

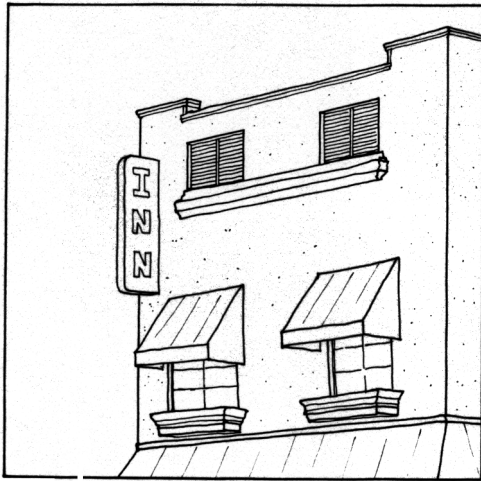
1. Attached signs are the appropriate sign form for sidewalk strip development. Signs generally should be located at a level just above door and window heights and should preferably be placed on a plain fascia band or within a plain panel area if the building surface is decorated.
2. Attached signs generally should be no higher than 12 inches and no wider than 50 percent of the width of the tenant space or business behind them. Sign height may be increased one-half inch for every foot of tenant or business width over 30 feet, up to a maximum of 18 inches.
3. Detached signs are not permitted except in the landscaped area in front of existing buildings having setbacks of 25 feet or more and a minimum frontage of 100 feet.
4. Sign style should always conform to the architectural style and period of the building.



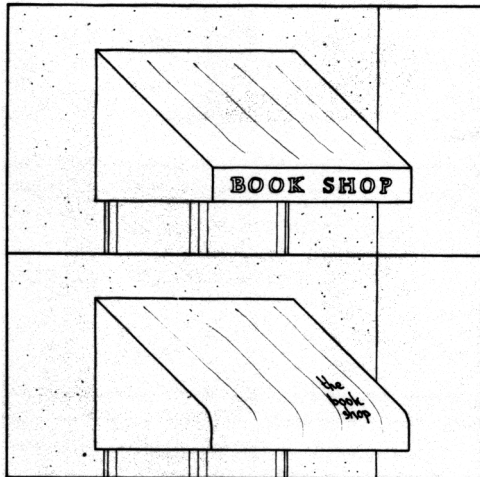
7.C.6 New building with architectural links to adjacent historic building.



7.D.1 Sign panel above doorway.



7.D.5 Fin Sign.



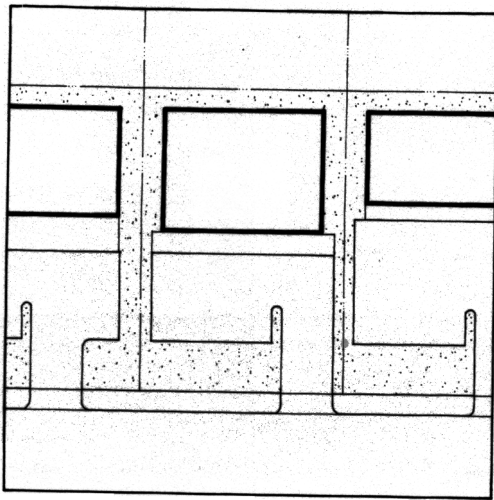
7.D.5 Awning Signs.

5. Neon, awning, projecting, and fin signs may be used in designated Neighborhood Business Districts.
6. Fin signs may not be internally illuminated and should be located a minimum of 8 feet above the sidewalk.
7. Under-canopy signs are permitted under awnings and arcades provided they are visible only to pedestrians walking along the store fronts.

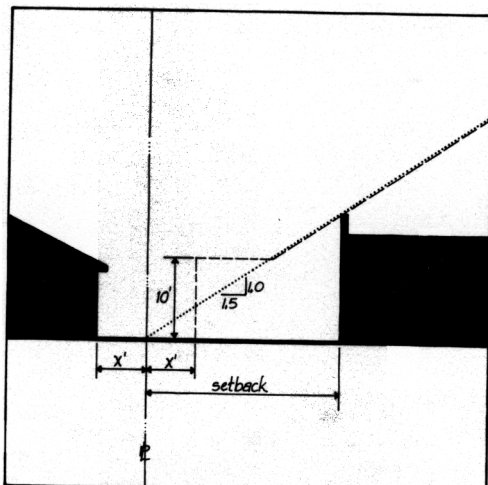
The Parking Lot Strip is composed of a series of commercial buildings of varying sizes and types, usually with setbacks on all four sides. The buildings typically face the street and are oriented to the parking lots which lay between them and the street. This development pattern is the essence of the Parking Lot Strip and within it can be found examples of several other commercial development types.

This section will apply to ordinary small to medium commercial development on a Parking Lot Strip street. For other development types - e.g. neighborhood centers, service stations, shopping centers, malls, etc. - see the appropriate section.

Even in areas where the Parking Lot Strip pattern is well established, these guidelines will encourage a certain amount of building placement at the setback line in order to better define the street, to enliven it and to visually break up the bands of parking next to the street.



8 Parking lot strip.



8.A.1 One and one half feet of setback from residential for each foot of building height. See guideline 1.C.6 for exceptions.

A. SETBACKS

■ Building setbacks on a parking lot strip street tend to vary substantially. The major unifying element along a parking lot strip street is the 25 foot front landscape strip required along all street fronts of a property. Setbacks below are intended to preserve this area of consistency.

1. Building Setbacks

	Non-Residential <u>Interface</u>	Residential <u>Interface</u>
Street	25'	25'
Interior	10'	1 1/2' : 1'

2. Parking Setbacks

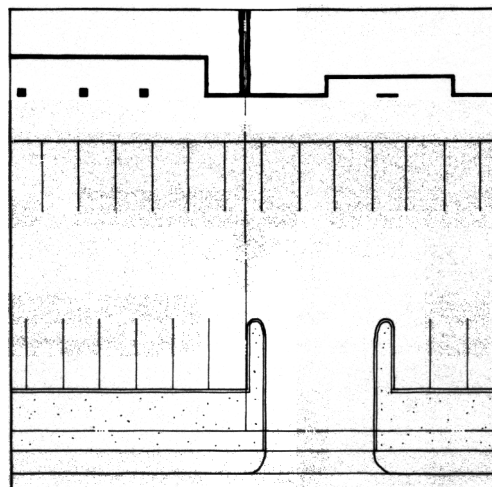
	Non-Residential <u>Interface</u>	Residential <u>Interface</u>
Street	25'	25'
Interior	5'	10'



PARKING LOT STRIP

B. SITE ORGANIZATION

1. Portions of primary buildings and/or freestanding 'satellite' buildings should be built to the front setback line along streets. When these buildings become 'double frontage' (direct relationship to street on one side, parking lot on the other) they should be carefully designed to assure that both sides are active and functional.
2. Parking is preferred along the sides and rears of buildings and should be minimized between buildings and the street.
3. Corner lots should be developed with a building placed at the front setback lines on the corner.
4. Parking lots should be integrated with adjacent parking lots where improved circulation can be achieved or excessive driveway cuts avoided.



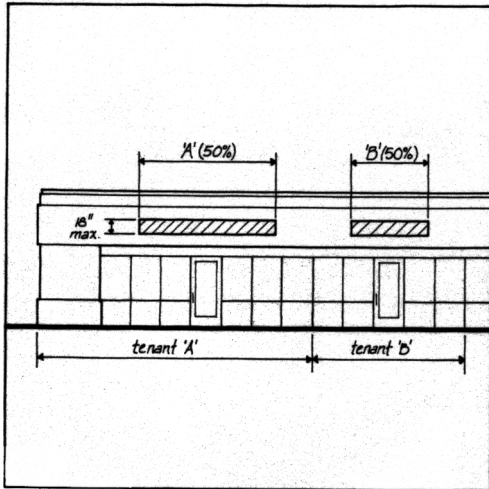
8.B.4 Shared driveway access and parking.

C. BUILDING DESIGN

1. Because parking lot strip buildings are apt to vary significantly in size and placement, materials and colors become more important elements of architectural compatibility than scale and detail. Materials and colors should be drawn from the best and/or most dominant existing buildings in the area.

D. SIGNS

1. Each project may have one monument style detached sign on each major street on which it has at least 100 feet of frontage.
2. Individual attached tenant signs should be no higher than 18 inches and no wider than 50 percent of the width of the tenant space behind them. Sign height may be increased one inch for every 20 feet of distance, over 100 feet, from the street, up to a maximum of 24 inches.



8.D.2 Maximum dimensions for attached signs.

ONE TO THREE STORY OFFICE BUILDINGS

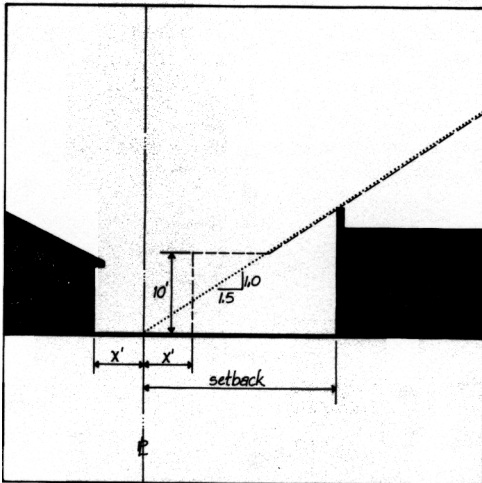
9

While Office Buildings are found on every kind of commercial street, they have functional characteristics which result in physical forms different from other commercial development: intensity of use is lower; buildings are typically 'live' on all four sides; office activities are not limited to the first floor; building perimeters have fewer entries and no display windows and thus have more opportunity for landscaping; and occupation of office buildings is more predictable.

Because their use patterns differ significantly from retail commercial, there is more opportunity to site office buildings up toward the street with parking behind. That arrangement is strongly encouraged even where the pattern is not an established one.

Office Buildings of One, Two, and Three stories are found throughout the City and are considered appropriate for most commercial sites if care is taken to avoid negative impacts on adjacent residences. Single story office buildings are appropriate adjacent to residential uses. Office Buildings taller than one story should be set back from residential uses and should not orient toward the private open spaces of residences.

A. SETBACKS



9.A.1 One and one half feet of setback from residential for each foot of building height. See guideline 1.C.6 for exceptions.

1. Building Setbacks

	<u>Non-Residential Interface</u>	<u>Residential Interface</u>
Street	25'	25'
NBD Street*	0'	0'
Interior	5'	1 1/2' : 1'

2. Parking Setbacks

	<u>Non-Residential Interface</u>	<u>Residential Interface</u>
Street	25'	25'
NBD Street*	10'	10'
Interior	5'	0'

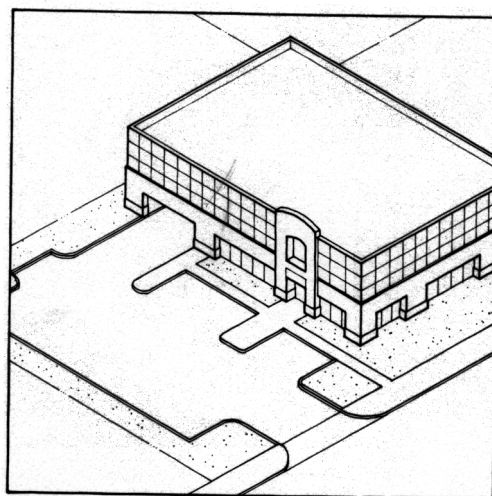
* Street located in a Neighborhood Business District and/or having the characteristics of a sidewalk strip street (see Section 7).

B. SITE ORGANIZATION

1. Buildings should be placed at, or near, the front setback line.
2. Surface parking should be located at the rear of the site or at the side of the building.
3. Multi-story buildings should not be placed adjacent to the private open space of residential units.
4. In a small scale neighborhood, a complex of smaller buildings linked by a plaza system is encouraged over one large structure.
5. Buildings should have the primary entry from the public street with secondary entries from any on-site pedestrian paths or parking areas.

C. BUILDING DESIGN

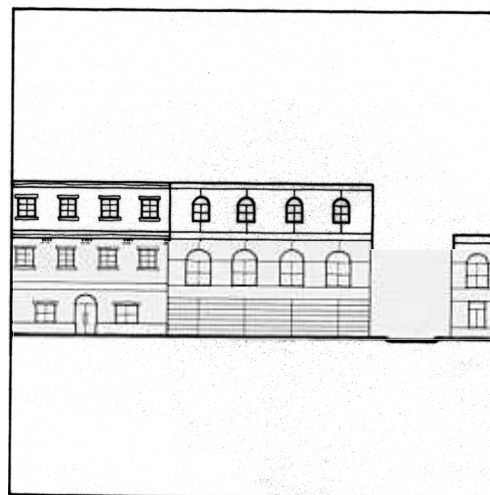
- 1 Large or long unadorned wall planes should be avoided. As a general principle, building surfaces over two stories high or 50 feet in length should be relieved with a change of wall plane that provides strong shadow and visual interest.
2. The ground floor of larger office buildings should include elements of pedestrian interest such as retail commercial and food service where pedestrian traffic is high and the uses are allowed by zoning regulations.
3. Clear glass should be used for ground floor windows where pedestrian traffic is high and there is any potential for retail, food service or other service occupancy.



9.B.2 Surface parking at side of building.



9.C.2 Ground floor designed for retail or other active occupancy.

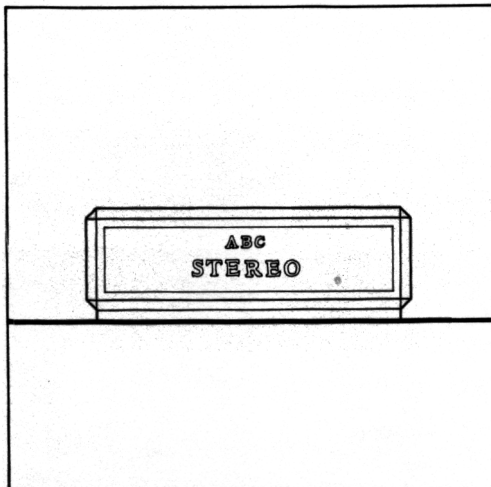


9.C.2 Blank walls on building fronts should be avoided.

- 4 Building entries should be protected from inclement weather and should afford a 'sense of entry' for the structure.

D. SIGNS

1. Signs may be attached or detached, but detached only if the project qualifies for a detached sign.
2. Signs oriented to the street should only display the project name and address. One such sign is permitted for each street frontage, except that for corner properties, only one detached sign is allowed and is best placed on the corner.
3. Detached signs should be low profile, monument type signs with a maximum height of 3 feet for buildings up to 40 feet wide and an additional one foot of height for each additional 20 feet of building width, up to a maximum height of six feet for buildings over 100 feet wide.
4. Signs should not be internally illuminated. Halo lit signs and direct lighting may be used.
5. A building directory should be provided at or within the building entrance(s) to identify specific tenant locations. Multiple building projects should also include directories in courtyards.



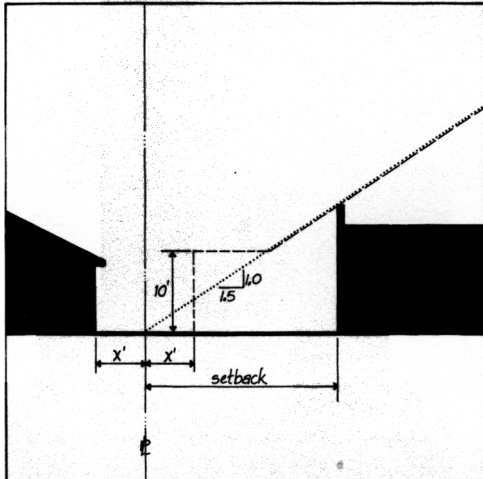
9.D.3 Low profile monument type sign.

OFFICE BUILDINGS OVER THREE STORIES

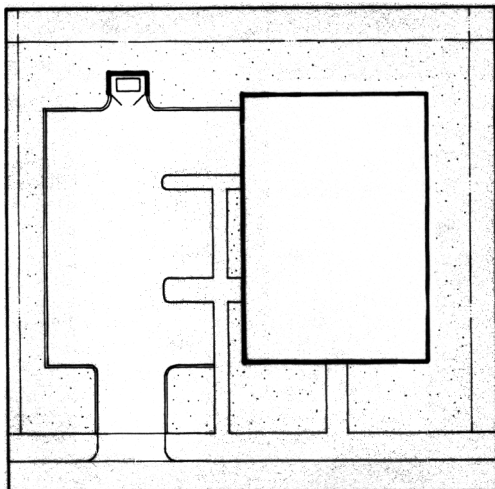
10

This type of Office Building shares many of the characteristics of the one to three story office building but is more intensive and is found less frequently in San Jose outside of the downtown area. Office projects in this mid-rise range often include multi-level parking structures. Because of their height, these buildings are extremely visible from many parts of the City and thus require special siting and architectural treatment.

A. SETBACKS



10.A.1 One and one half feet of setback from residential for each foot of building height. See guideline 1.C.6 for exceptions.



10.B.2 and 5 Parking located at side of and underneath building; primary entry from public street.

1. Building Setbacks (including parking garages)

	<u>Non-Residential Interface</u>	<u>Residential Interface</u>
Street	25'	1 1/2' : 1'
NBD Street*	0'	0'
Interior	10'	1 1/2' : 1'

2. Surface Parking Setbacks

	<u>Non-Residential Interface</u>	<u>Residential Interface</u>
Street	25'	25'
NBD Street*	10'	10'
Interior	5'	10'

* Street located in a Neighborhood Business District and/or having the characteristics of a sidewalk strip street (see Section 7).

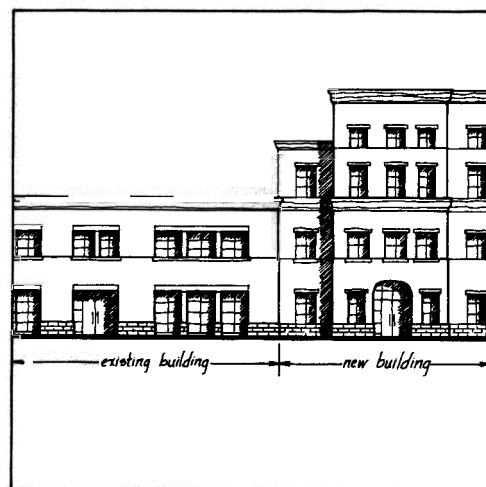
B. SITE ORGANIZATION

- Office buildings should be placed at, or near, the front setback line.
- Surface parking should be located at the rear of the site or at the side of the building.
- Buildings should be located away from adjacent residential properties to avoid significant shading of residences and compromising of residents' privacy.

4. Service activities and those activities which result in blank walls or exposed utility equipment should not be located where they are visible from the street or are adjacent to major pedestrian walkways.
5. Buildings should have the primary entry from the public street with secondary entries from any on-site pedestrian paths or parking areas.

C. BUILDING DESIGN

1. When surrounding development is smaller scale, the apparent height and bulk of the building should be reduced by dividing the building mass into smaller-scale components.
2. Buildings should contain the three traditional parts of a building:
 - a. The building base should establish a strong connection to the ground and site and should include shaded elements such as arcades.
 - b. The building midsection should express the main 'body' of the building.
 - c. The building top should express a different character. As a general principle, upper levels should have reduced floor areas and building mass, to appear less bulky.
3. Blank walls and the walls of interior parking or service areas should be avoided where they are visible from a public street or adjacent to a major pedestrian walkway.



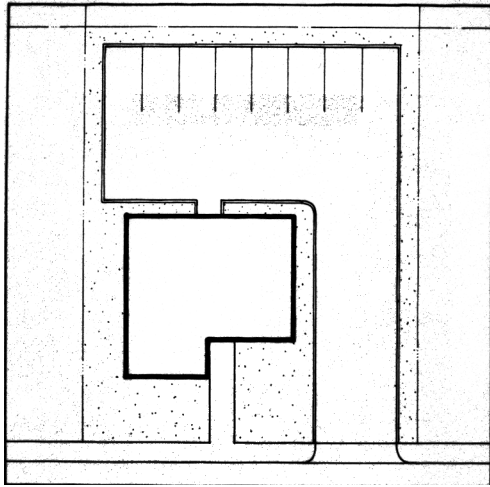
10.C.1 Height and bulk reduced by dividing building mass into smaller scale components.

4. The ground floor of the building should include elements of pedestrian interest such as retail commercial and food service where pedestrian traffic is high and the uses are allowed by the Zoning Code.
5. Clear glass should be used for ground floor windows where there is any potential for retail, food service or other service occupancy.
6. Building entries should be protected from the elements and should afford a 'sense of entry' for the structure.

D. SIGNS

1. Signs for mid-rise office buildings should be restrained and limited to one attached or detached project identity sign for each street frontage. For large buildings, the addition of a small sign for a major tenant may be considered.
2. Signs for office uses should be stylistically consistent with the building and should not be internally illuminated. Halo lighting and direct lighting may be used.
3. A building directory should be provided at or within the building entrance(s) to identify specific tenant locations. Multiple building projects should also include directories in courtyards.
4. Signs for ground level retail commercial and food service uses in office towers may be lively (e.g. internally illuminated or neon, where permitted by the Zoning Code) to distinguish the retail uses from the office floors.

The Conversion of a Single Family House to a non-residential use requires special attention to ensure that the new uses have a logical relationship with the physical improvements on the site and that the converted project remains functionally and aesthetically compatible with adjacent development.



11 Typical house conversion site plan.

A. SETBACKS

1. The prevailing residential setbacks should always be maintained.
2. Parking should be set back a minimum of 5 feet from the side and rear property lines.

B. SITE ORGANIZATION

1. Parking should never be located in the front setback area.
2. Parking should be located behind the structures or in a screened side setback area to avoid visibility from the street.
3. No outdoor storage is allowed.

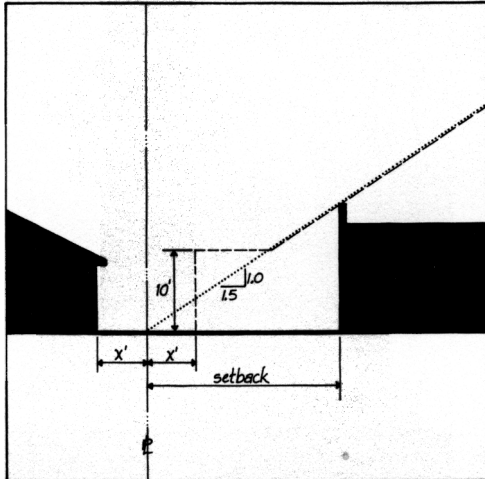
C. BUILDING DESIGN

1. The original residential character and style of the house should be preserved and/or enhanced.

D. SIGNS

1. Attached signs should not exceed 5 square feet.
2. Detached signs may be used only if over half of the street frontage of the subject block is developed with non-residential uses.
3. Detached signs should not exceed 8 square feet and 3 feet in height.
4. Window signs should not be used.
5. Signs may be externally illuminated only if no adjacent buildings are used, planned, or zoned for residential use. No signs may be internally illuminated.

Neighborhood Centers are typified by the grocery store/drug store anchor with a series of smaller shops. They may also have one or more freestanding building sites. Because they are usually located in or next to residential areas, the major design problem related to Neighborhood Centers is the interface between the center's service activities and adjacent residences. Proximity of loading and storage to residences should be avoided if possible. This section applies to centers having a gross square footage of under 300,000 square feet.



12.A.1 One and one half feet of setback from residential for each foot of building height. See guideline 1.C.6 for exceptions.

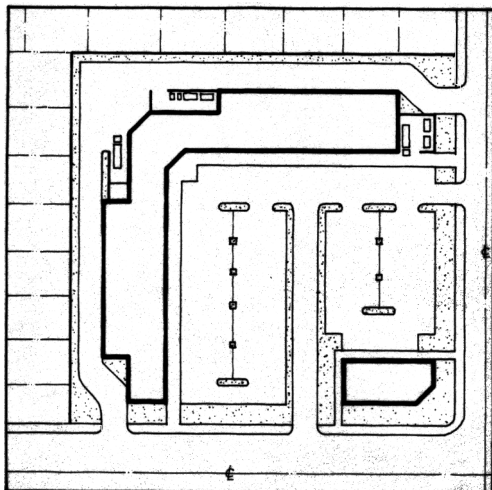
A. SETBACKS

1. Building Setbacks

	Non-Residential <u>Interface</u>	Residential <u>Interface</u>
Street	25'	25'
Interior	5'	1 1/2' : 1'

2. Parking Setbacks

	Non-Residential <u>Interface</u>	Residential <u>Interface</u>
Street	25'	25'
Interior	5'	10'



12.B.1, 2, and 3 Typical neighborhood center site plan; adjacent to residential properties.

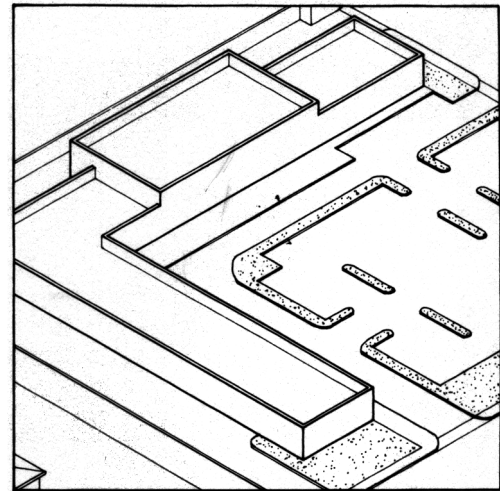
B. SITE ORGANIZATION

1. All buildings on the same site should have a strong spatial and functional relationship to each other.
2. Multiple buildings in a single project should be varied in size and mass.
3. Portions of primary buildings and free standing 'satellite' buildings should be located at the street setback lines.
4. Parking should be provided within convenient walking distances of all tenants.

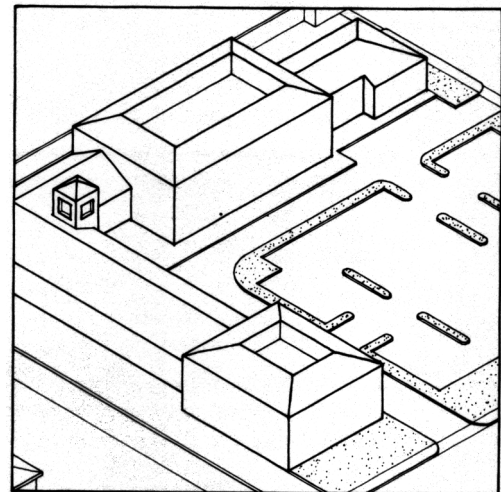
5. In a small scale neighborhood, the apparent scale of the center must also be small. This may be achieved in a number of ways, for example: keeping buildings as small as possible, particularly in height; reducing scale through building articulation and ornamentation; avoiding large planar walls and large scale design elements and distributing the project floor area among a complex of smaller buildings.

C. BUILDING DESIGN

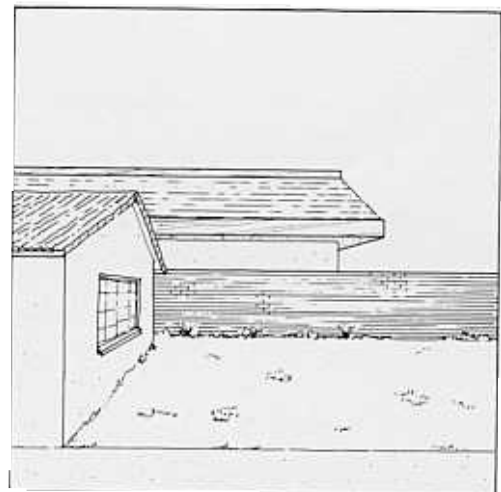
1. An 'extruded' appearance should be avoided in the design of long linear buildings. Where long buildings are unavoidable, their linearity should be mitigated by changes in the building height, wall plane, and spatial volumes and by varied use of window areas, arcades, materials, and roof elements.
2. Portions of buildings adjacent to and visible from residential properties should always be stylistically consistent with the more public portions of the buildings. In addition, these building faces should be reduced as far as possible toward residential scale by reducing wall height, articulating wall and roof planes, generating strong shadows, and/or by employing architectural decoration and sloped roofs.
3. Retail shops should be provided with clear glass display windows.
4. Building elements, such as large blank building walls, loading areas, etc. which disrupt the continuity of shops and businesses along major pedestrian corridors should be avoided if possible.



12.C.1 An 'extruded' appearance should be avoided in the design of long buildings.



12.C.1 Changes in height, wall plane and volume mitigate the linearity of overlong buildings.

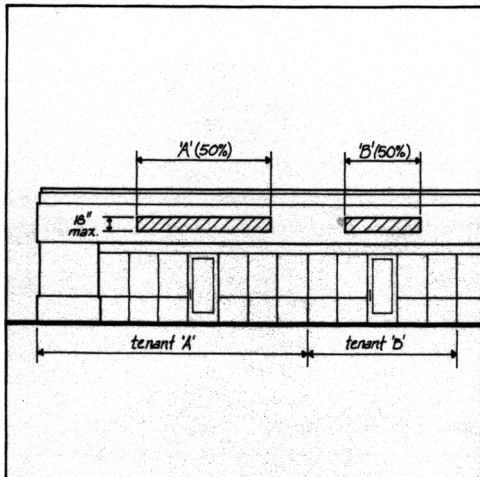


12.C.2 Building scale reduced for compatibility with adjacent residence.

D. SIGNS

Neighborhood shopping center sign programs should include one detached project identity sign per major street frontage and an individual attached sign for each tenant.

2. Neighborhood shopping center sign programs should provide for individual tenant signs which are uniform in letter size, materials, and colors, particularly when typical tenant spaces are under 40 feet wide.
3. Signs for a non-major tenant should not exceed 50 percent of the width of the tenant space, nor 50 percent of the fascia height, but in no case should exceed 20 feet in length and 18 inches in height. Identification signs for major tenants should not exceed 36 inches in height and 30 percent of the width of the tenant space. Supplemental signs for major tenants should be located in the same sign band as non-major tenant signs and should not exceed 18 inches in height. Minor variations from the maximum height and width dimensions, but not from the 30 and 50 percent limitations, may be permitted as a response to buildings or building elements which are particularly large-scaled. A supermarket identification sign, for instance, may be 42 inches high.



12.D.3 Maximum attached sign dimensions for non-major tenants.

4. Pedestrian oriented under-canopy signs are encouraged beneath arcades or arbors along walkways. These signs should be mounted perpendicular to the building, should leave clear pedestrian headroom, should not be visible from outside the arcade, and should not exceed 6 square feet in area.

5. Plastic sign faces should be made of Lexan plastic or a material having a shatter and color fade resistance equivalent to Lexan.

Malls and Regional Centers are two distinct types of commercial centers but are treated together here because they share many development characteristics and because Malls are often regional in nature. This section applies to Malls and Centers having at least 300,000 gross square feet.

A Mall is a shopping center turned inward, with all of its shops contained within a single building or a close cluster of buildings; access to the shops is from one or more interior pedestrian 'streets' which may or may not be enclosed under a roof. A Mall depends upon the pedestrian activity generated within it and not upon parking immediately available to each shop. Typically, Mall buildings are centered on a site and are surrounded by large parking areas.

A Regional Center is a shopping center with two or more anchor tenants and has an expected market area radius of 10 to 15 miles. Large Regional Centers, particularly when they are Malls, present a difficult architectural problem since their exterior walls are often the 'backs' of the shops and sometimes the 'backs' of 2 or 3 levels of shops.

Mall and Regional Center tenants do not rely on direct visibility from the street to attract customers but rather on their association with, or simple presence within, the center which tends to attract by reputation. Therefore, these centers generally require only those signs necessary to verify the name of the center and to identify the anchor tenants.

A. SETBACKS

1. Building Setbacks

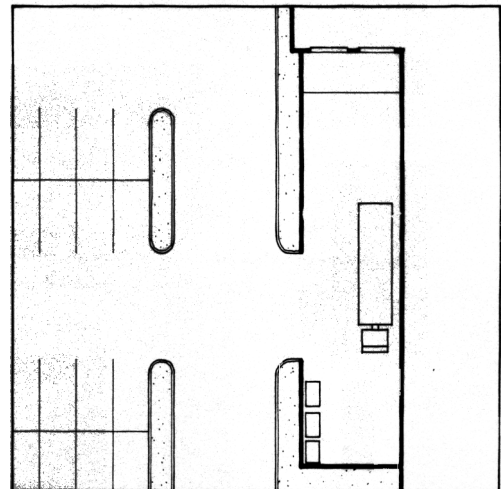
	Non-Residential <u>Interface</u>	Residential <u>Interface</u>
Street	25'	25' minimum 50' average
Interior	25'	50' minimum 100' preferred

2. Parking Setbacks

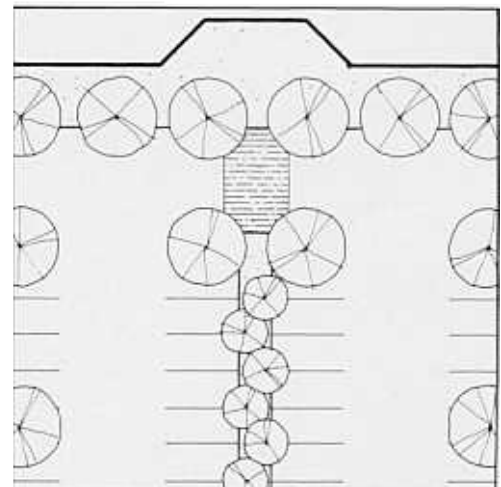
	Non-Residential <u>Interface</u>	Residential <u>Interface</u>
Street	35'	35'
Interior	5'	20'

B. SITE ORGANIZATION

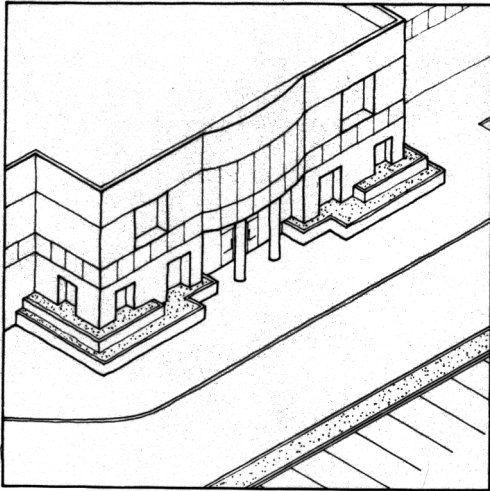
1. A series of buildings having varied sizes and volumes is preferred over a single building. A transition from low buildings on street frontages and other edges of the site to larger and taller structures on the interior of the properties is generally encouraged.
2. Satellite buildings should be located to the front setback.
3. Service areas are a special problem since these center types often don't have a 'back'. Services and service areas typically should be located along the building perimeter or within the building and should be totally screened from street, residential, and major internal driveway view by walls, berms, and landscaping which are totally integrated with the project architectural design, landscape scheme, and circulation pattern.
4. There should always be a very clear circulation hierarchy with carefully planned major driveway routes which are clearly delineated by landscape areas and have no parking along them.
5. In larger parking lots, pedestrian walkways should be provided. The walkways should be embellished and defined by landscaping, trees, lighting, and/or trellises.



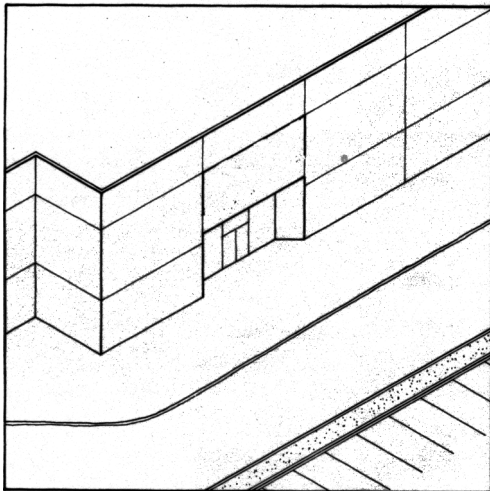
13.B.3 Service area incorporated into building and screened from parking lot.



13.B.5 Pedestrian walkway through parking lot.



13.C.1 Building surface relieved by changes in plane, openings and ornamentation.



13.C.1 Large buildings with plain unarticulated surfaces should be avoided.

C. BUILDING DESIGN

1. When large buildings are unavoidable, their scale should be mitigated by breaking up building volumes, articulating walls, varying heights, using ornamentation, etc.
2. Since mall/regional buildings are typically visible from every side, they require full, careful, and consistent architectural treatment on all sides.
3. In order to enliven the exterior facades of buildings, every opportunity should be taken to place shops and restaurants at the building perimeter and to face them outward.
4. There should be at least one visually important, perhaps ceremonial, building entrance visible from adjacent public streets and from each parking lot.
5. Tenant facades within malls are not subject to City design review.

D. SIGNS

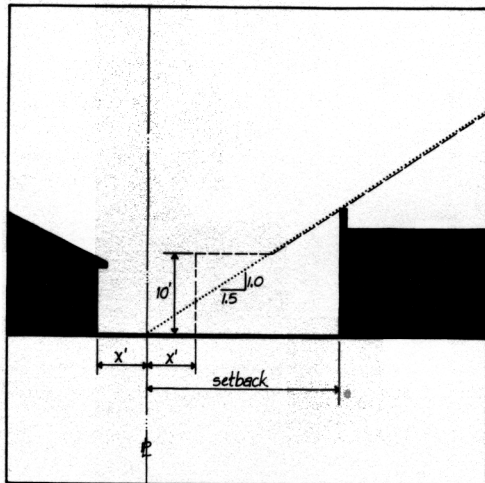
1. Malls and regional centers should rely primarily, if not totally, on a single detached sign, plus one attached sign per major anchor tenant, per street frontage. The detached sign generally should display only the name of the center, but may include the names of up to two anchors if the anchors are not visible from the street on which the detached sign is located.
2. Attached signs for anchors should be limited to the anchor's own wall surfaces. Anchor signs should not be located on other wall surfaces of the mall building.

3. Both attached and detached signs should be only large enough for clear legibility from adjacent streets. Detached signs should be no more than 15 feet tall.
4. Only non-anchor tenants with entries located in exterior surfaces of buildings may have signs located on those surfaces.

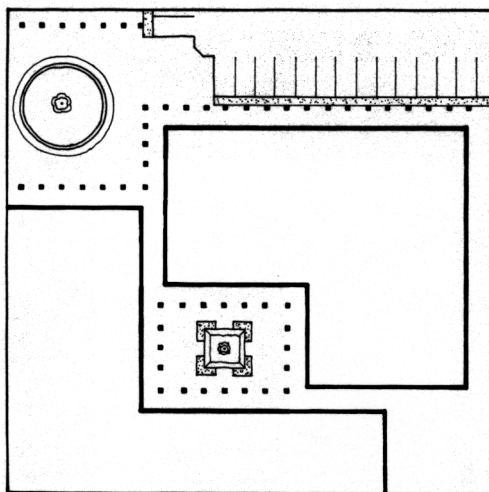
Specialty Retail Centers are unanchored retail centers that provide speciality goods and/or services that are generally unavailable in the surrounding area. The market for a Specialty Center is as large as a regional center, a 10 to 15 mile radius, and is geared to users of upscale goods and services.

The Specialty Center functions as recreation for many shoppers. Shoppers at these centers are less inclined to visit only one shop, and tend to spend time browsing through several shops. Specialty Centers typically rely for their appeal on particularly attractive, and often thematic, architecture, landscaping, and ornamentation, as well as the unusual goods and services.

A. SETBACKS



14.A.1 One and one half feet of setback from residential for each foot of building height. See guideline 1.C.6 for exceptions.



14.B.1 Areas designed to encourage pedestrian traffic.

1 Building Setbacks

	Non-Residential <u>Interface</u>	Residential <u>Interface</u>
Street	25'	25' minimum 35' average
Interior	25'	1 1/2' : 1' (25' minimum)

2. Parking Setbacks

	Non-Residential <u>Interface</u>	Residential <u>Interface</u>
Street	25'	25'
Interior	5'	15'

B. SITE ORGANIZATION

1. The site should be organized to encourage relaxed pedestrian circulation throughout it. Walkways should be attractive and varied and embellished with landscaping, furniture, trellises, and/or other decorative features.
2. Multiple buildings in single projects should be varied in size and mass. A transition from low buildings at the site perimeter to larger and taller structures on the interior of the site is generally encouraged.

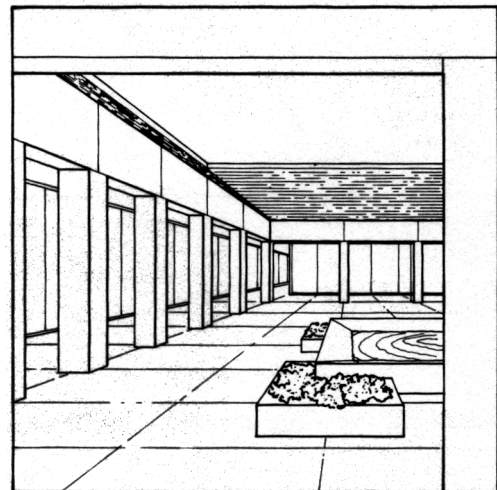
3. Landscape intensity should be significantly greater than for other shopping centers, and should typically include substantial amounts of plantings around buildings, walkways, and plazas.

C. BUILDING DESIGN

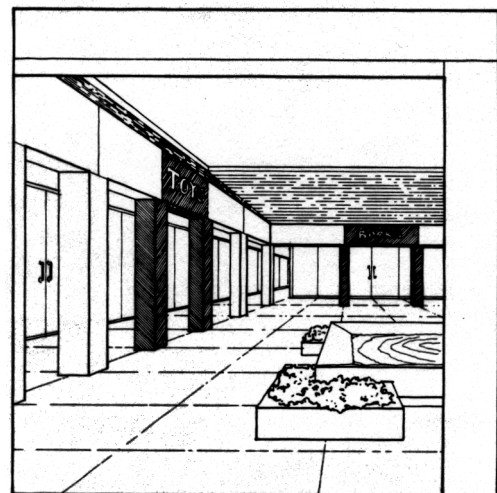
1. Building design should express a single strong architectural theme with substantial and consistent architectural detailing, except that individual shop fronts may exhibit different but compatible themes.
2. All other site features, including landscaping, outdoor furniture, and site fixtures should conform to the architectural theme.
3. Shops should front on deep, attractive arcades.

D. SIGNS

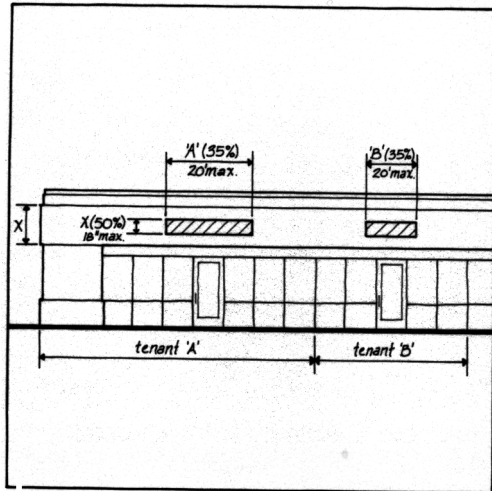
1. Specialty centers may have one detached project identity sign per street frontage.
2. Tenant signs should be creative and lively and oriented primarily to pedestrians. Orientation to the street is clearly a secondary objective.
3. The sign program for a specialty retail center should be based on common design elements and should be more closely integrated with the architectural style of the buildings than for a typical neighborhood center. Carved wood, painted wall, awning, and arcade signs are appropriate for a specialty center.



14.C.3 Shops fronting on arcades.



14.D.3 Sign program integrated into building design.



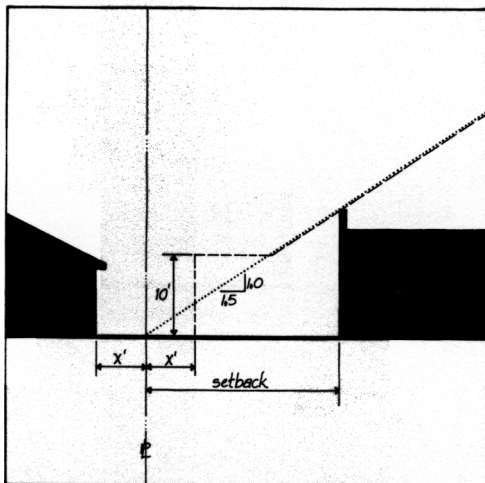
14.D.5 Maximum attached sign dimensions.

4. Pedestrian oriented under-canopy signs are encouraged beneath arcades and arbors along pedestrian walkways. Arcade signs should be mounted perpendicular to the building, should leave clear pedestrian headroom, should not be visible from outside the arcade, and should not exceed 6 square feet in area.
5. Signs for tenants should not exceed 35 percent of the width of the tenant space, nor 50 percent of the fascia height, but in no case should exceed 20 feet in length and 18 inches in height. Minor variations from the maximum height and width dimensions, but not from the 35 and 50 percent limitations, may be permitted on buildings or building elements which are particularly large-scaled.

Vehicle Dealerships are establishments which specialize in the sale of one or more lines of new automobiles or other passenger vehicles and in the servicing of that line or lines. Dealerships are regional in nature and can have a market radius well in excess of 20 or 30 miles.

The major portion of a Vehicle Dealership site is typically used for outdoor storage and display of vehicles and a relatively minor portion is used for structures and customer parking. By their nature, Vehicle Dealerships tend to be poor neighbors for residential uses and this relationship should be avoided, if possible, and fully mitigated if not possible.

A. SETBACKS



15.A.1 One and one half feet of setback from residential for each foot of building height. See guideline 1.C.6 for exceptions.

1. Building Setbacks

	Non-Residential <u>Interface</u>	Residential <u>Interface</u>
Street	25'	25'
Interior	5'	1 1/2' : 1' (50' minimum)

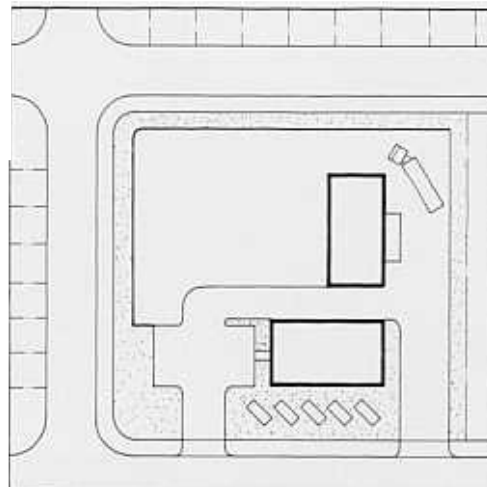
2. Surface Parking, Outdoor Vehicle Display, and Vehicle Storage Setbacks

	Non-Residential <u>Interface</u>	Residential <u>Interface</u>
Street	15'	25'
Interior	5'	10'

B. SITE ORGANIZATION

1. The showroom should be oriented toward the major public street or streets.
2. Outdoor vehicle display oriented to a public street should occur only on permanent display areas or low platforms that are architecturally compatible with the project. Rotating vehicle display platforms are not appropriate.

3. Provisions should be made on-site for the off-street unloading of vehicles from carriers. Circulation, access points, buildings, storage areas, and landscaping should all be located to make unloading of vehicle carriers on residential streets or near residential properties a futile, if not impossible, activity.
4. Low intensity activities such as surface new car storage should be located adjacent to any residential property lines.
5. No vehicular or pedestrian access should be allowed at any point along a site perimeter adjacent to a residential street or residential properties.
6. Screened storage areas should be provided for damaged vehicles awaiting repairs and for any vehicles requiring longer term storage while awaiting repair.
7. No potentially noisy activity, such as vehicle repair, cleaning or testing, should be located near or oriented toward residential properties.
8. Customer parking should be provided for the sales, service, and parts areas.
9. Sufficient space should be provided for service drop-offs to prevent stacking on to a public street.
10. All storage areas should be screened from view from the public street and any adjacent residential area. No storage except new car storage should occur adjacent to a residential area.



15.B Site plan designed to support site organization objectives, particularly numbers 1, 3, 5, 7, and 8.

C. BUILDING DESIGN

1. Buildings should be stylistically consistent on all sides, should be carefully detailed, and should be architecturally related to each other.
2. Building materials should appear substantial and durable.
3. Service uses should be wholly contained within a building of solid (e.g. masonry) construction. All vehicle access to the individual service bays should be from within the building itself with no more than two or three exterior doors to provide access to the building. The access points to the service building should not be visible from or face toward a public street or any adjacent residential properties.
4. Walls and fences should be architecturally compatible with the buildings.

D. SPECIAL REQUIREMENTS

1. With the exception of lighting required for primary vehicle display areas, all outdoor lighting must be low pressure sodium.
2. Public address systems should never be used in outdoor areas. Beepers and/or personal pagers should be used in outdoor areas if it is necessary to contact employees outdoors.
3. Provisions should be made for a vehicle washing area. The wash rack should be located such that it is not visible or audible from any public street or residential area.

4. Storage areas for used parts should be provided. Trash areas should allow for disposal of junk parts as well as packing from parts shipments.
5. Provisions should be made for the storage of used oil and lubricants pending recycling. A Hazardous Materials Permit is required.
6. All compressors should be located in the interior of the site to minimize any impacts on adjacent properties.
7. Where chain link fencing is used, the fabric and all hardware should be painted or coated black. Barbed or razor wire should not be used. Bollards may be used in the vehicle sales display area.
8. The 15 foot landscape strip on street frontages devoted to new vehicle sales display should be planted with turf or ground cover and trees. Street frontages not devoted to new vehicle sales display should comply with the standard landscaping requirements.
9. Because landscaping along display perimeters must typically be minimal and low level, other landscaped areas should be designed to compensate for that absence of vertical landscape bulk. Building perimeters should be heavily landscaped and parking lots should contain significantly more landscaping than is required for retail parking lots.

E. SIGNS

- 1 One detached sign is allowed for each street frontage; detached signs should be no more than 12 feet tall. All vehicle lines carried should be consolidated onto the one detached sign.

2. Attached signs on sales and display buildings should consist of individual letters and should be limited to 18 inches in height and no more than 30 percent of the length of the building. On buildings set back from the street more than 100 feet, letter height may be increased one inch for every additional 10 feet of setback.
3. No portable signs, banners, flutter flags, corporate flags or similar devices are allowed.

Service Stations and Car Washes are intensive uses that are characterized by large areas of paving which permit vehicles to maneuver freely and by the potential to create significant adverse impacts for adjoining streets and properties. Service Stations, in particular, have historically enjoyed several points of access from adjacent streets to maximize maneuvering flexibility for vehicles. When weighed against the safety risk inherent in multiple driveways onto congested streets and the negative environmental and visual impacts of large areas of asphalt, fully flexible circulation clearly can no longer be accommodated. Driveway cuts need to be limited, circulation needs to be channelled, and paved areas reduced.

Although reduced in area, substantial paving can still be expected and should be compensated for by perimeter landscaping. Service Stations that provide auto repairs are also subject to the criteria in Section 17, Auto Repair and service.

Car Wash construction in San Jose, for many years now, has included noise mitigation for machinery, screening of machinery and work areas, substantial landscaping, and well designed buildings. These standards have produced satisfactory results, and are minimum requirements for all new Car Washes.

A. SETBACKS

1. Building Setbacks

	Non-Residential <u>Interface</u>	Residential <u>Interface</u>
Street	25'	25'
NBD Street*	5' min. 10' avg.	5' min. 10' avg.
Interior	5'	25'

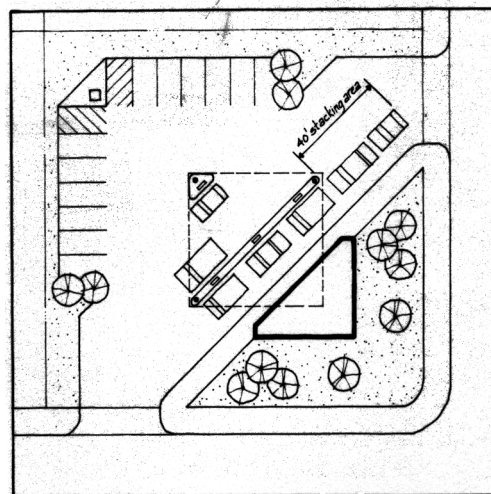
* Street located in a Neighborhood Business District and/or having the characteristics of a sidewalk strip street (see Section 7).

2. Parking/Circulation Setbacks

	Non-Residential <u>Interface</u>	Residential <u>Interface</u>
Street		
Service Stns	15'	15'
Car washes	15'	25'
Interior	5'	10'

B. SITE ORGANIZATION

1. Structures on the site should be spatially related; buildings should not be placed haphazardly but should be organized into a simple cluster.
2. The site should be designed to accommodate all legitimate, anticipated circulation patterns, but those patterns should be defined by reduced areas of paving and well-placed landscape areas. Driveway cuts should be limited to one, occasionally two, per street.
3. Any car wash equipment and function, except for hand washing, hand drying, and vacuuming areas, should be wholly enclosed within a building.
4. Outdoor storage is not permitted except within an approved totally screened storage area.
5. Service bays should not face residential properties.



16.B.2 Circulation patterns defined by landscaped areas, limited paved areas, and limited driveway cuts.

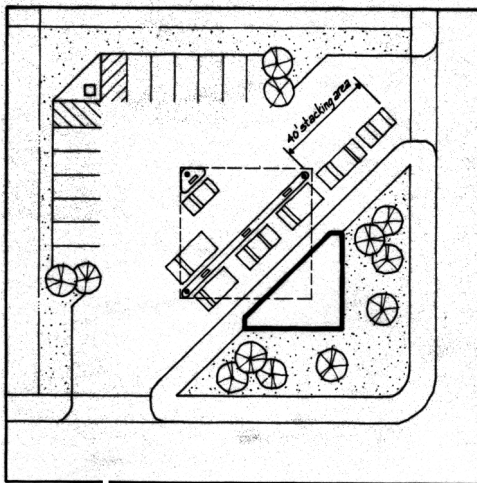
C. BUILDING DESIGN

1. All structures on the site (including kiosks, car wash building, gas pump columns, etc.) should be architecturally consistent with the main structure.
2. All building elevations facing public streets, whether such elevations function as the front, side, or rear of the building should be architecturally detailed to avoid the appearance of the 'back of the building'; buildings should contribute a positive presence to the street scene.

3. Building materials should have the appearance of substance and permanency; lightweight metal or other temporary appearing structures are not appropriate.

D. SPECIAL REQUIREMENTS

1. Car wash facilities should include appropriate noise control measures to reduce machinery and blower noise levels to General Plan standards.
2. Areas should be provided on self service station sites to allow patrons to service their vehicles with water and air. These facilities should be located where they do not obstruct the circulation patterns of the site.
3. On automatic car wash sites, facilities should be provided for vacuuming of vehicles and for drying of vehicles upon exiting the car wash building. These areas should be carefully located to avoid obstructing legitimate circulation.
4. A service station attendant's kiosk should include a restroom for the attendant's use within the kiosk.
5. Public restrooms are required on service station sites and must be available during all hours of operation of the service station.
6. Each pump island should include stacking for two vehicles (40 feet) on-site.
7. Truck circulation patterns and positions for tank filling should not conflict with critical customer circulation patterns or cause a potential for stacking overflow onto a street.



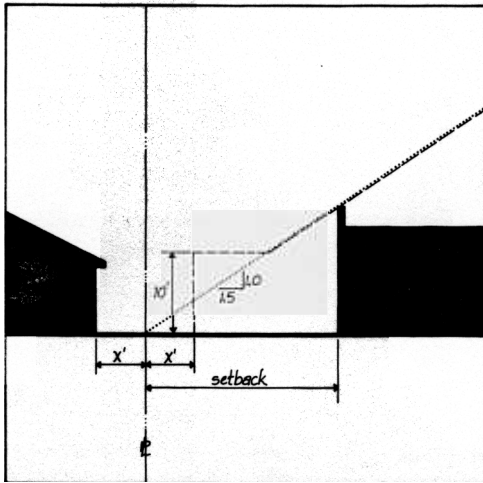
16.D.6 Stacking for two vehicles at pump island.

E. SIGNS

1. One detached sign per site is allowed. It should be located on the street corner, if there is one, and should incorporate pricing information as required by State law.
2. The detached sign should not exceed 40 square feet and 6 feet in height, 36 square feet and 7 feet in height, or 32 square feet and 8 feet in height, exclusive of the base.
3. Attached sign area should be limited to a height of no more than 12 inches and a length of no more than 30 percent of the length of the building face to which the sign is attached.
4. No canopy or portable signs, banners, flutter flags, corporate flags, or similar devices are allowed.

Auto Repair and Service Facilities are generally considered industrial uses but are included in these guidelines because they are sometimes found in mixed use projects or commercial planned developments. They can be problematic uses characterized by noise, large numbers of parked vehicles, traffic, and the presence of and potential mishandling of large amounts of petroleum products, oils, acids, and other hazardous materials. While these facilities rarely make good residential neighbors, they are necessary to urban life and can fit agreeably into many other settings if care is taken to mitigate negative characteristics. A major problem with older Repair and Service Facilities is inadequate storage for vehicles being serviced, resulting in cars, etc. being parked on the street, on sidewalks, on landscaping, and on neighboring properties. Zoning Code parking requirements for these uses were increased in 1988 to correct this problem (note 17.D Special Requirements).

A. SETBACKS



17.A.1 One and one half feet of setback from residential for each foot of building height. See guideline 1.C.6 for exceptions.

1. Building Setbacks

	Non-Residential <u>Interface</u>	Residential <u>Interface</u>
Street	15' or 25' (depending on zoning districts and adjacent setbacks)	25'
Interior	Variable (should match setback of adjacent zoning district)	1 1/2' : 1'

2. Parking Setbacks

	Non-Residential <u>Interface</u>	Residential <u>Interface</u>
Street	15'	25'
Interior	5'	10'

B. SITE ORGANIZATION

Vehicle repair and service activities should be wholly contained within a building of durable construction.

2. The interiors of work bays should not be visible from a public street or any adjacent residential buildings or open space, nor should building openings face residential property if the openings are likely to allow the passage of noise. Work bays in service stations only, however, may face public streets.
3. Sufficient space should be provided for customers to drop off their vehicles on-site and to avoid stacking overflow on to the public street.
4. Driveway cuts should be limited to the minimum number necessary to enter and exit the site, typically one or two, each with a maximum width of 26 feet.

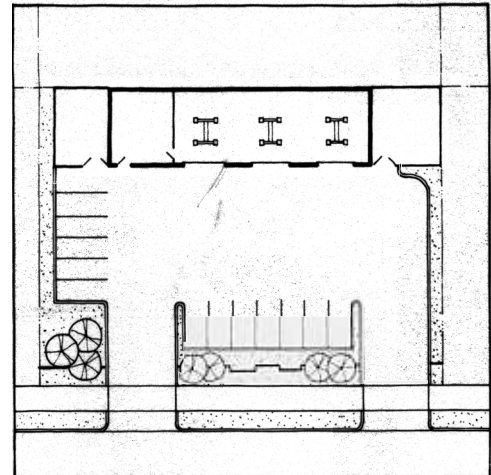
C. BUILDING DESIGN

Building materials should have the appearance of substance and permanency; lightweight metal or other temporary appearing structures are not appropriate.

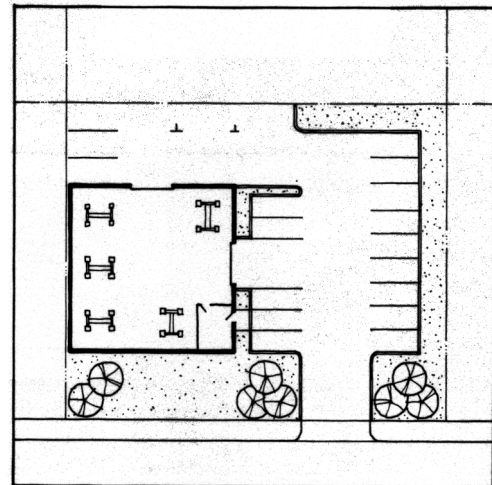
2. Building design should be clean and simple, stylistically consistent, and related to surrounding buildings through use of similar scale, materials, colors, and/or detailing.

D. SPECIAL REQUIREMENTS

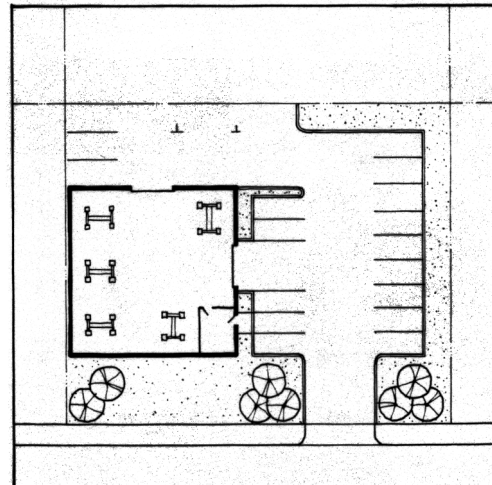
1. Landscaping is required in all street front setback areas, adjacent to customer entrances to buildings, and along property lines visible from off-site or from customer access areas.



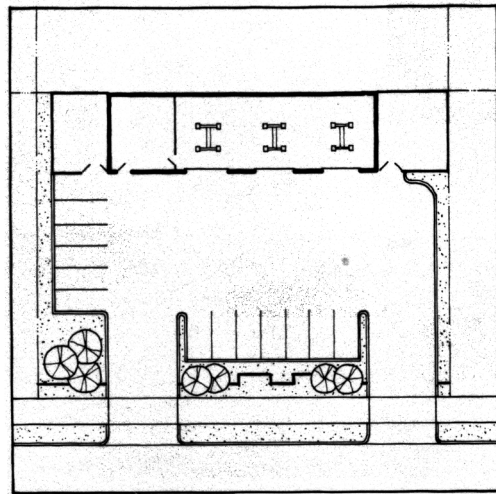
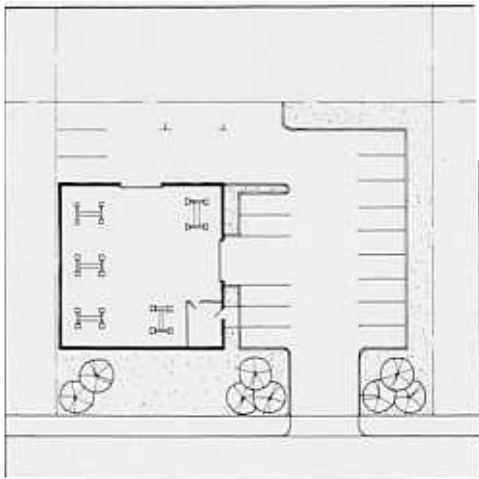
17.B. Vehicle repair facility with exterior access to each work bay.



17.B. Vehicle repair facility with work bays located on an open shop floor; limited exterior access.



17.D.1 Landscaping located along the street front and in customer access areas.



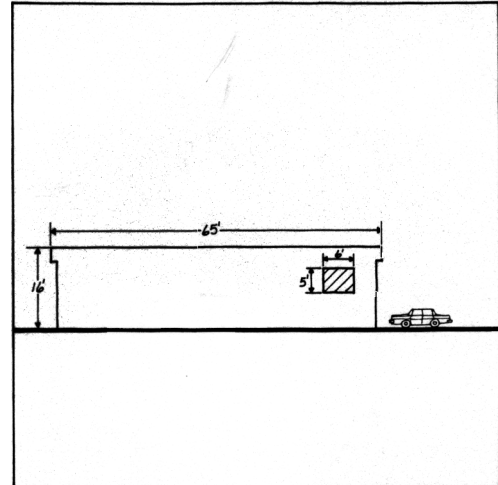
17.D.2 Required parking for individual bays (bottom) and open shop floors (top).

2. Vehicle storage (parking) is required by the Zoning Code at a rate of four spaces per work area for individual work bays, or one space per 200 square feet of open shop floor containing more than one work bay. All of this required parking need not meet all of the circulation and dimensional standards required by the Zoning Code for normal parking. Each space, however, should be practical and convenient for use.
3. No dismantling of wrecked cars is allowed on the site, and no outdoor storage is allowed.
4. Public address systems should never be used in outdoor areas. Beepers and/or personal pagers should be used in outdoor areas if it is necessary to contact employees outdoors.
5. Trash areas should be designed to accommodate disposal of junk parts as well as packing from parts shipments.
6. Provisions should be made for the storage of used oil and lubricants pending recycling. A Hazardous Materials Permit is required.
7. All compressors should be located in the interior of the site or within buildings to minimize any impacts on adjacent properties.

E. SIGNS

1. One detached sign per major street is allowed if permitted by the Zoning Code. This sign should be limited to 30 square feet and 8 feet in height.

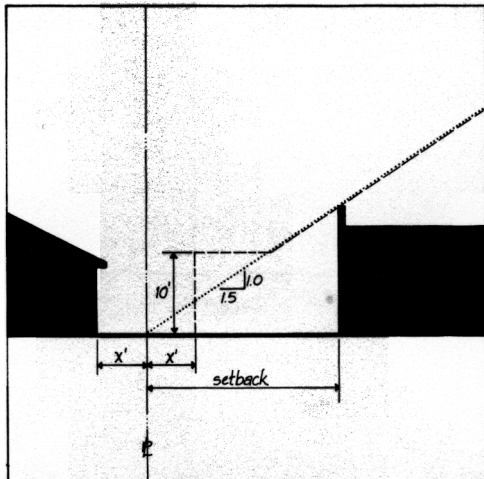
2. Signs for individual tenants in multi-tenant buildings should not exceed 18 inches in height, 50 percent of the shop width, and 25 square feet in area.
3. Attached signs for single tenant buildings should not exceed 3 percent of the building face area or 30 square feet whichever is more. Where both an attached and detached sign are used, the total area of all signs visible from a single street may not exceed 5 percent of the building face area.



17.E.3 Attached sign area equivalent to no more than 3% of building face area or 30 square foot.

Hotels and Motels are quasi-residential uses and should be designed and sited to minimize the effect of noise from freeways, expressways, and railroads. Although they are quasi-residential, the scale of, and activities associated with, Hotels and Motels often make them problematic neighbors for adjacent residential properties. If a residential interface cannot be avoided, it should be carefully designed to mitigate any potential adverse impacts on existing or future adjacent residents. Because Hotel and Motel architecture is often thematic, presenting a strong temptation to over design the building front and to neglect the other sides, it is important to remember that all sides of a building should be stylistically consistent.

A. SETBACKS



18.A.1 One and one half feet of setback from residential for each foot of building height. See guideline 1.C.6 for exceptions.

1. Building Setbacks

	<u>Non-Residential Interface</u>	<u>Residential Interface</u>
Street	25'	25'
NBD Street*	0'	0'
Interior	5'	1½' : 1'

2. Parking Setbacks

	<u>Non-Residential Interface</u>	<u>Residential Interface</u>
Street	25'	25'
NBD Street*	10'	15'
Interior	5'	10'

Street located in a Neighborhood Business District and/or having the characteristics of a sidewalk strip street (see Section 7).

B. SITE ORGANIZATION

1. The primary presence along the major street frontage should be the building, not the parking lot.
2. Short term parking spaces should be provided near the office for check-ins.

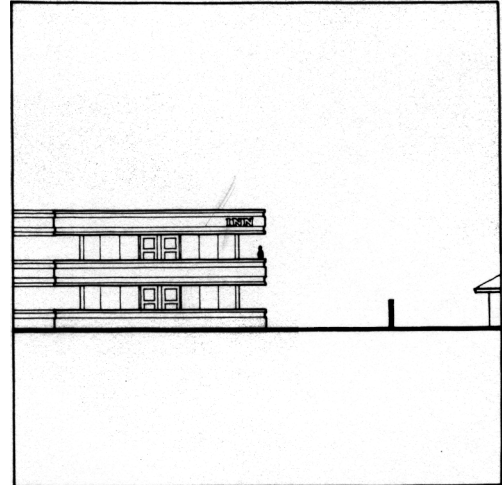
3. Exterior corridors on multi-level buildings should not be located adjacent to residential uses.
4. Delivery and loading areas should not be located near any adjacent residential uses.
5. Mechanical equipment of all types, including swimming pool equipment, should be located to assure that it cannot be heard at any residential property line.
6. Recreational facilities such as swimming pools should be located where guests can use them in some privacy; they should not be exposed to public streets to function as advertising.

C. BUILDING DESIGN

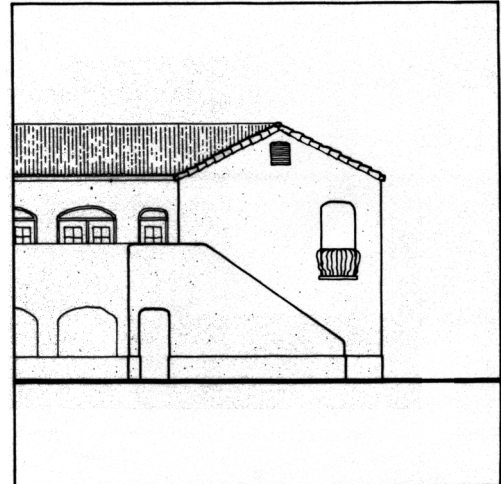
1. Noise attenuation techniques should be included in the design of buildings near major noise generators, such as major streets or freeways.
2. The scale of buildings should be related to the surrounding development pattern.
3. Walkway, stairway and balcony railings and other similar details should be visually substantial and stylistically consistent with the basic building design.
4. Air conditioning units should not be visible from public streets.

D. SIGNS

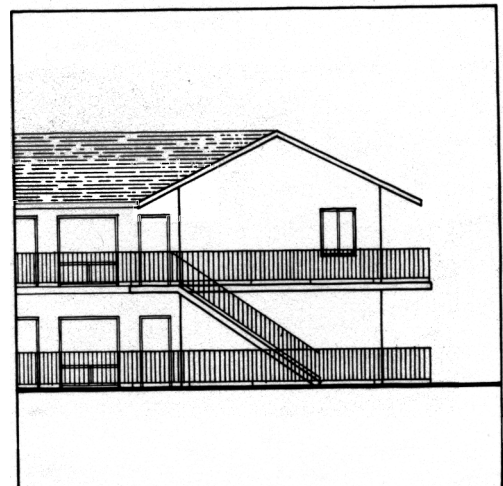
1. Directional signs, of no more than 4 square feet, may be used to locate the office, room numbers, etc.



18.B.3 Exterior corridors should not be located adjacent to residential properties.



18.C.3 Stylistically consistent and substantial building elements.

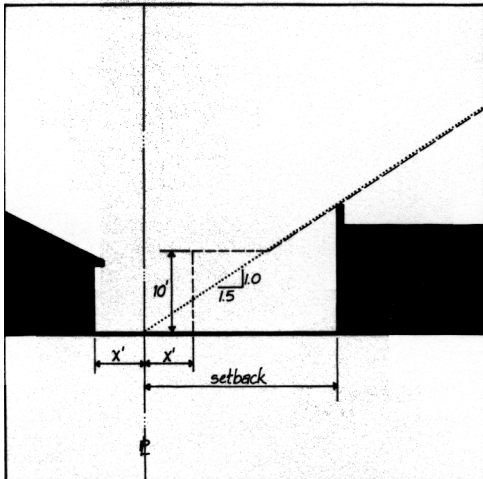


18.C.3 Stylistically ambiguous and weak building elements are strongly discouraged.

2. Signs may be attached or detached but in combination should conform to the following standards for each street frontage:
 - a. Up to 40 square feet in area and 8 feet in height for hotels and motels having up to 50 rooms. Height applies only to detached signs.
 - b. One additional square foot of area may be added for each ten rooms over 50 rooms.
 - c. One additional foot of height may be added for each 100 rooms over 50 rooms.
3. For hotels having more than 300 rooms, signs oriented to freeways may be allowed provided that the sizes and heights of all such signs conform to guideline 18.D.2.

Institutional Uses such as hospitals, museums, community recreation facilities, schools and government buildings share many of the same physical characteristics as various types of commercial development, and they are often located on commercial streets. Institutional Uses often are more intensive, however, and present more of a challenge to ensure that they are not disruptive to adjoining uses.

A. SETBACKS



19.A.1 One and one half feet of setback from residential for each foot of building height. See guideline 1.C.6 for exceptions.

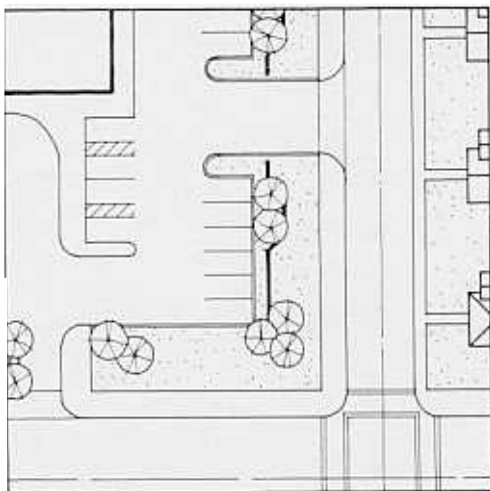
1. Building Setbacks

	Non-Residential Interface	Residential Interface
Street	25'	25'
NBD Street*	0'	0'
Interior	5'	1 1/2' : 1'

2. Parking Setbacks

	Non-Residential Interface	Residential Interface
Street	25'	25'
NBD Street*	10'	15'
Interior	5'	10'

Street located in a Neighborhood Business District and/or having the characteristics of a sidewalk strip street (see Section 7).



19.B.1 Access to institutional parking should not be located on residential streets.

B. SITE ORGANIZATION

1. Parking for institutional uses should not extend into residential areas.
2. Multi-story buildings should not be placed adjacent to the private open space of residential units.
3. Multiple buildings in a single project generally should be varied in size and mass. A transition from low buildings on the perimeter to larger and taller structures on the interior of the site is encouraged.

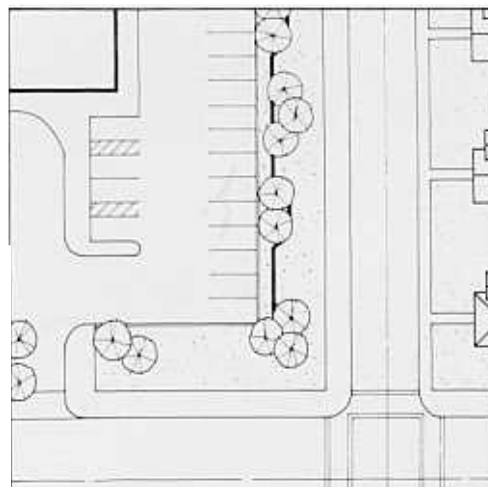
4. Where an institutional site interfaces with a residential street, barriers to vehicular and pedestrian access from that street should be designed into the project. Barriers may include building placement, masonry walls, well designed fences, or any other site feature which will physically obstruct all vehicular and pedestrian movement between the street and the site.

C. BUILDING DESIGN

1. Institutional buildings should be designed to reflect the nature of the activities within them and may express dignity, appreciation of beauty, special care for human visitors, or whatever principles relate to their functions. An institutional building should not masquerade as some other type of 'commercial' use.
2. Special care should be taken, in the design of institutional buildings, to avoid overwhelming nearby residential development. Visual and actual building scale and mass should be relatively small in small scale neighborhoods.
3. For institutional buildings which may have characteristics similar to other commercial types addressed in Sections 7 through 18, reference to the building design guidelines in those sections may be helpful.

D. SIGNS

1. Institutional signs typically should be more restrained in size and design than general commercial signs.
2. Reference to sign guidelines in Sections 7 through 18, which might address a development type with characteristics similar to a given institution, may be helpful.



19.B.4 Institutional parking separated from residential street by site features which form barriers.

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